

E&P

April 19, 1980  
One Dollar

# Editor & Publisher

® THE FOURTH ESTATE

THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

## What's green, 37 feet tall, and kills pitchers in Boston?

Answer: The Green Monster of Fenway Park – the shortest left-field wall in the majors.

A mere 315 feet from home plate, The Monster can turn any right-handed batter into a menace, and give even the coolest southpaw conniptions.

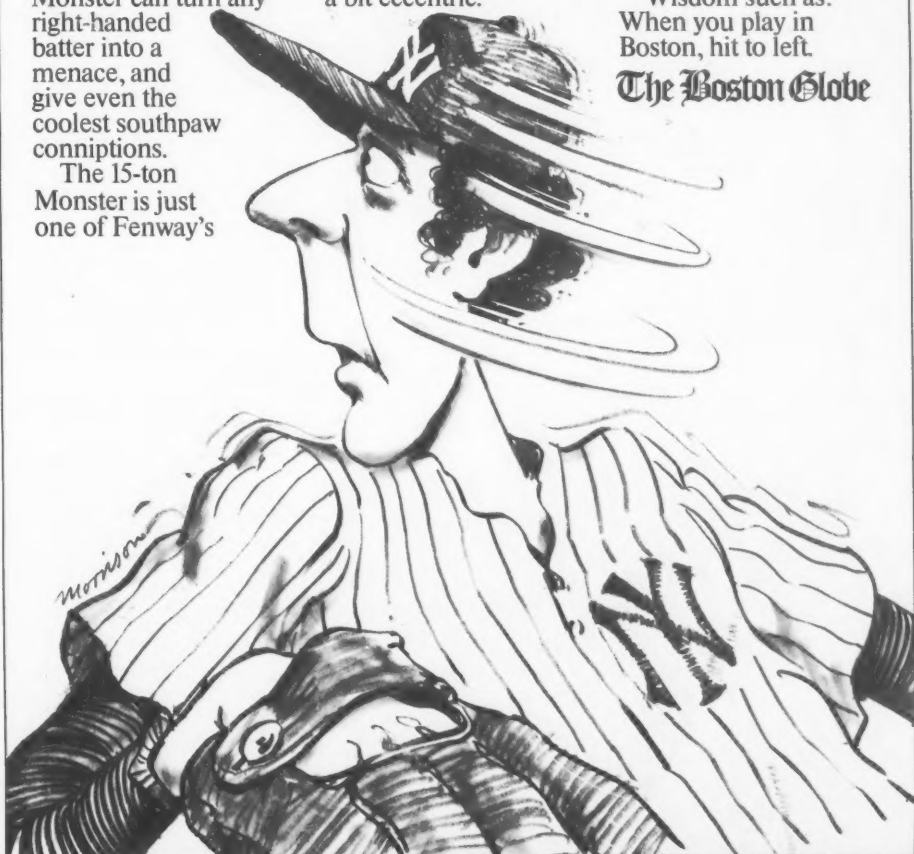
The 15-ton Monster is just one of Fenway's

many idiosyncrasies. Built in 1912 – long before the era of superdomes and artificial turf – the home of the Red Sox remains intimate, friendly and a bit eccentric.

As one of the last of the old-time ball parks, Fenway is a reminder of days when the game had simpler problems, simpler rules, and simpler wisdom.

Wisdom such as: When you play in Boston, hit to left.

*The Boston Globe*



ANPA CONVENTION ISSUE

Program • Features • Delegates

3

NEWSPAPER  
SECOND CLASS P. O. ENTRY

F001954 DEPT  
SERIALS INT'L  
UNIVERSITY MICROFILMS INT'L  
ANN ARBOR MI 48106

SAMPLE

# We taught San Diego how to print.

It's a fact.

The better you get at something, the more you like to do it. So, the Union-Tribune hosted a creative seminar for the San Diego advertising community, March 27th at the Hotel Del Coronado.

And, over 600 people came away with more effective ways to advertise in the Union-Tribune.

Top executives of the Newspaper Advertising Bureau talked about — "The Future of Retailing," "How to Budget and Plan Advertising,"

"The Joy of Co-op," "Working Women," "Elements of a Good Ad," and the "NAB Creative Show."

Want to read more ads in your newspaper? Teach your clients how to print. We'll show you how we did it. Write on your letterhead to Richard W. Tullar, Advertising Director, Union-Tribune Publishing Co., Box 191, San Diego, CA 92112.

**The San Diego Union  
The Evening Tribune**

*The San Diego Union-Tribune's recent Creative Advertising Seminar, attended by over 600 advertisers.*





# Man's curiosity is our future.

People are born with a natural desire to know about the world around them. As they become better educated, they become more aware and hungrier for the excitement of discovery.

At Harte-Hanks, that same excitement motivates us. We're continually making discoveries about our readers' changing needs and adapting our newspapers to meet those needs. Through new technology, market research, expanded and improved editorial content, Harte-Hanks newspapers continue to evolve into the primary information providers for our readers.

We are becoming Community Information Centers.

That means that Harte-Hanks is leading the way in becoming the most effective and complete consumer information source available. As Community Information Centers, our goal is not just to produce newspapers, but to help make sure man's curiosity is always satisfied.



**Becoming Community Information Centers**

P.O. Box 269, San Antonio, Texas 78291

# ST. PETE BEHIND CLOSED DOORS.

**NO SOLICITING**

Newspaper carriers and salespeople often find locked doors guarding apartment and condominium complexes.

It's a growing problem. Due to changing housing patterns, more and more potential readers live in multifamily dwellings.

On Florida's Suncoast, St. Petersburg Times and Evening Independent circulation staffers are finding ways to open those doors.

The keys? Neighborliness and good service.

Circulation field representatives are getting to know apartment, condo and mobile home park managers on a first-name basis. They're presenting social events during which residents meet popular Times and Independent writers. Newcomers receive packets of information that help them settle into new surroundings and begin newspaper delivery. Sales-solicitation programs are underway.

"We're dedicated to increasing home delivery penetration," says Circulation Director Dave Fluker. "In Pinellas County alone, one third of all household units are in multifamily complexes. This is the nut we have to crack."

Immediate results in the new program are encouraging and best of all, the welcome mat is now out in many places where newspaper solicitors once were met by closed doors.

**St. Petersburg Times  
& Evening Independent**

**WELCOME**

## EDITOR & PUBLISHER CALENDAR OF EVENTS

April 1980							May 1980							June 1980						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5			1	2	3		1	2	3	4	5	6	7	
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30				25	26	27	28	29	30	31	29	30					

### APRIL

- 21—The Associated Press, Sheraton-Waikiki, Honolulu.
- 22—United Press International, Sheraton-Waikiki, Honolulu.
- 21-23—American Newspaper Publishers Association, Sheraton Waikiki (convention headquarters), Honolulu.
- 23-25—Pennsylvania Newspaper Publishers Association/Interstate Advertising Managers Association Display Ad Conference, Hotel Hershey, Hershey, Pa.
- 23-26—National Association of Alternative Newsweeklies, Sir Francis Drake Hotel, San Francisco.
- 24-25—Tennessee Press Association, Nashville, Tenn.
- 24-26—Kentucky Weekly Newspaper Association, Harley Motor Inn, Lexington, Ky.
- 27-May 1—Newspaper Purchasing Management Association, Portland Hilton, Portland, Ore.

### MAY

- 1-3—Southern Short Course in News Photography, Bordeaux Convention Center, Fayetteville, N.C.
- 2-3—Virginia Press Association, Richmond, Va.
- 3-4—North Carolina Press Association, Jane S. McKimmon Extension Educational Center, North Carolina State University, Raleigh, N.C.
- 4-7—International Newspaper Promotion Association, Waldorf-Astoria, New York.
- 4-16—Gannett Newspaper Foundation Circulation Management Development Seminar, Hilton Inn on the Campus, Rochester, N.Y.
- 5-7—International Press Institute 29th General Assembly, Palazzo dei Congressi, Florence, Italy.
- 9-10—Hoosier State Press Association, Hyatt Regency, Indianapolis, Ind.
- 9-10—Advertising Executives Association of Ohio Daily Newspapers, Kings Island Inn, Kings Mills, Ohio.
- 11-12—Mid-Atlantic Circulation Managers' Association, Howard Johnson's, North Myrtle Beach, S.C.
- 13-16—Suburban Newspapers of America, Royal Sonesta, New Orleans, La.
- 14-17—American Association of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.
- 15—World Press Institute Forum, Macalester College, St. Paul, Minnesota.
- 15-16—Allied Publishers', Valley River Inn, Eugene, Ore.
- 15-18—Florida Newspaper Advertising Executives Sales Conference, Sheraton Miracle Mile Inn, Panama City Beach, Fla.
- 18-21—N.Y. State Circulation Management Association, Marriott Inn, Syracuse, N.Y.
- 18-21—Institute of Newspaper Controllers and Finance Officers, Doral Country Club and Hotel, Miami, Fla.
- 25-28—International Federation of Newspaper Publishers (FIEJ), Tel Aviv, Israel.
- 30-June 1—National Society of Columnists workshop, The Greenbrier, White Sulphur Springs, W. Va.

### JUNE

- 3-6—AP Sports Editors, Washington, D.C.
- 5-7—New York State Dailies Advertising Managers Bureau, Grand Island Holiday Inn, Grand Island, N.Y.
- 5-7—Wisconsin Newspaper Association, Telemark.
- 7-12—ANPA/RI Production Management Conference, Atlanta, Ga.
- 12-13—National News Council, 1 Lincoln Plaza, N.Y.
- 12-14—Canadian Managing Editors Conference, Winnipeg.
- 15-18—Newspaper Personnel Relations Association, Royal Orleans Hotel, New Orleans.
- 23-24—The Newspaper Guild, Hotel Toronto, Toronto.
- 29-July 2—International Circulation Managers Association, Crown Center Hotel, Kansas City, Mo.

### JULY

- 13-16—International Newspaper Advertising Executives, Sheraton Boston, Boston.

Vol. 113, No. 16, April 19, 1980; Editor & Publisher, The Fourth Estate (ISSN: 0013-094X) is published every Saturday by Editor & Publisher Co. Editorial and business offices at 575 Lexington Ave., New York, N.Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, N.Y. and additional mailing offices. Printed at Hughes Printing Co., East Stroudsburg, Pa. 18301. Titles patented and Registered and contents copyrighted © 1979 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$25.00 in United States and possessions, and in Canada. All other \$40.00.  
Postmaster: if undelivered, please send form 3579 to Editor & Publisher Co., 575 Lexington Ave., New York, N.Y. 10022.

EDITOR & PUBLISHER for April 19, 1980



Welcome,  
ANPA,  
To  
The  
Wonderful  
World  
Of  
Hawaiï

**Honolulu Star-Bulletin**  
A Gannett Newspaper

Independent, editorially-competitive  
newspapers serving all Hawaii.

**The Honolulu Advertiser**

Photo from "The Hawaiians"  
Courtesy of Island Heritage

## Newsbriefs



**SCHOLARS**—Malcolm A. Borg, left, chairman, *Hackensack* (N.J.) *Record*, presented \$4,000 college tuition scholarships to Brenda Sweeney and Linda Loughead. Brenda is the daughter of assistant composing room superintendent Denis Sweeney; Linda is the daughter of assistant composing room foreman John Loughead. The young women are the second pair of students to be named winners of the Donald and Flora Borg Merit Scholarship awards, established last year as a tribute to the late owners of the *Record*. Both women are honor students.

### Media war in Akron

The *Akron* (Ohio) *Beacon Journal* has been accused by ABC-tv's "20/20" news team of suppressing news about a local scandal involving, among other things, public officials and prostitution.

The tv news program's staff was reportedly called into Akron to investigate the situation by members of the local police department who felt the local newspaper had not given it the full coverage it deserved.

Editors on the *Beacon Journal* said the paper has been cautious in handling the story because of unsubstantiated details. ABC planned to air its news story on the situation this week.

### Phoenix dailies sue weekly

Phoenix Newspapers Inc., publishers of the *Arizona Republic* and *Phoenix Gazette*, has filed a \$10 million libel suit against another Phoenix publication and The Newspaper Guild.

The suit, which also charges conspiracy, stems from stories appearing in *New Times Weekly* alleging that Phoenix Newspapers management engaged in illegal wiretapping of union activists during a labor dispute with the Guild.

Since the articles quoted unidentified Guild sources and successful prosecution of the case appears to require the revelation of those sources, some observers believe the case may lead to a test of the Arizona shield law in a libel suit.

Darrow Tully, associate publisher and general manager for Phoenix Newspapers, disagrees strongly, saying that company executives see no necessity for the shield law to be tested.

The suit also contends that the Phoenix Newspaper Guild, local 237, libeled the newspapers when it accused the company of maintaining a "hit list" of persons to be purged from the company. Eight defendants are named in the suit.

## Photo credits



This photo was obtained by United Press International from an Iranian and shows American hostages preparing their meals under guard in the U.S. Embassy in Tehran. The picture is one of a series obtained by UPI after the FBI showed no interest.

### Life inside the Embassy

United Press International White House staffer Laurence McQuillan gave UPI subscribers an exclusive new look at life inside the U.S. Embassy in Tehran Wednesday, March 26, when he obtained 35 photographs and an exclusive story on how Iranians, including potential terrorists, are allowed to enter the United States almost at will rather than risk antagonizing captors of the U.S. hostages.

According to McQuillan, he was looking into an update on the hostage situation in Iran and he made several telephone calls looking for information.

"In the tradition of Washington officials, most of the calls were never returned," McQuillan said, "and those that were shed little light on the situation."

Despite President Carter's statement that all Iranians entering this country are subjected to "close scrutiny," McQuillan discovered the actual situation is far different.

McQuillan found that thousands of Iranians have been coming into the United States—more than 11,000 since the militants seized the U.S. Embassy. They enter with only the most casual scrutiny, and some have been students carrying manuals on how to make bombs.

During his investigation, McQuillan found a "government source" who made available 35 photographs to UPI of the American hostages and their captors in Tehran. The pictures were "left behind" by one of the Iranian students attempting to enter the country without a visa.

The student was sent to Canada, and the FBI expressed no interest in the photographs.

Fortunately, most editors around the country did.

J. Bruce Baumann has been appointed director of photography and editorial art for the *San Jose* (Calif.) *Mercury News*. He has been director of photography since July, 1978.

While heading the department, Baumann photographed California's coastline for a *Mercury News* series and went to Southeast Asia for a series on the boat refugees.

Earlier, Baumann was with the *Mansfield* (Ohio) *news*, the *Evansville* (Ind.) *Sunday Courier-Press*, *Grand Rapids* (Mich.) *Press* and the *National Geographic*.

EDITOR & PUBLISHER for April 19, 1980



## A Landmark first! 27 Metro units in one long row.

*The Virginian-Pilot* and *The Ledger-Star* publish morning and afternoon newspapers in Norfolk, Virginia, as a division of Landmark Communications, Inc. To gain more capacity and better serve their unusual and growing five-city market, they proposed to install four new presses in a unique new configuration: 27 press units all in one long row!

It was the kind of challenge Rockwell-Goss thrives on. In addition to 27 Rockwell-Goss Metro Offset units equipped with 3-arm reels and PCS/PAR (Press Control System/Page Area Reader), the installation will include four folders and 18 color half decks. The equipment must handle long runs of 200,000 and over, short runs as low as 15,000, and collect runs plus

### We read you. We're Rockwell-Goss.

straight runs — sometimes both at once. In addition to greater than average color capability, it is designed to provide a wide variety of color positioning.

Our engineering feasibility studies proved that the long row design was not only a possible concept, but a very practical one.

How does the head of this Landmark division feel about the forthcoming Rockwell-Goss turnkey installation? "We expect to cut an hour off our press time — and that's pure gold to us," says Robert D. Benson, president. "It means the morning delivery carriers get our

bundles before the school bus gets our delivery carriers. The installation is a fine example of a supplier striving to meet the needs of a customer in new and imaginative ways. It promises to meet every criteria we established — and it's being discussed in the industry as the press configuration of the future."

For more information, contact Graphic Systems Division, Rockwell International, 3100 South Central Avenue, Chicago, IL 60650. Phone: 312/656-8600.



**Rockwell  
International**

...where science gets down to business

# F.Y.I.

## NOT ALL LOSERS

### Many Benefit as Inflation Goes Higher

By MARTIN BARON  
Times Staff Writer

To Jerome Nash, inflation is not an evil. It is a blessing.

The 18-year-old real estate entrepreneur, who also happens to be a UCLA student, is a child of inflationary times. At an early age, he learned to live with the price spiral. He came to enjoy it—in fact, to profit from it.

---

**Inflation is an evil to most, but not to all, according to this article by Martin Baron, a Los Angeles Times writer on the Business and Finance staff. It shows how, for many, inflation is a means of profiting and of planning for the future.**

---

About five years ago, noticing that people were getting rich off real estate, the unusually astute youngster nudged his mother into a property investment. The family scraped together \$7,000 for a down payment on a Santa Monica triplex. They sold the triplex six months later and bought two buildings. Later, they sold the two buildings and bought four.

Today, appraisal records show, the Nash family has ownership interests in eight properties in Los Angeles County. Nash's mother, Hannah, a divorced travel agent, credits her son for the speculation idea and its success.

"It took my son," she says, "to hammer it into me: Buy, mother. Borrow and buy."

Nash is inflation's beneficiary. He is its constituent, even its advocate. "I think inflation is what keeps me in business, literally," he says.

And he adds: "For me, it's not a bad thing. I think it would be a bad thing if there would be no inflation."

Nash belies the notion that inflation leaves only losers. He is a winner because he knows the rules for success during a period of rapidly rising prices. He knows to ignore the age-old maxim that a penny saved is a penny earned. Rather, it can be a penny lost. He knows to ignore Shakespeare's dictum in "Hamlet": "Neither a borrower nor a lender be." To him, the rule is, be a borrower, don't be a lender.

"There are a lot of groups that have a vested interest in inflation," says Henry Kaufman, general partner of Salomon Bros. investment banking firm and one of the nation's leading business economists.

Indeed, millions of households and thousands of businesses have made vital financial decisions that depend for their success on the perpetuation of inflation. The inflation psychology has become embedded in American society as never before. Stopping or sharply slowing inflation—through wage, price or credit controls or some other means—would cause considerable pain.

People who recently stretched their budgets to buy a house with heavy mortgage payments, expecting that future wage increases would make the payments easier, would be hurt. So would business that had contracted for massive debt to finance expansion, hoping to repay in dollars cheapened by future inflation. Moreover, should enough people run into such trouble and be forced to cut back their spending in a rush, the result would be a sharp slump in the economy and a loss of jobs.

As Kaufman, who does regard rapid inflation as evil, recently told a group of bankers: "Deflating as well as inflating the credit balloon, considering the fragility of the credit system, is risky."

So why try to halt inflation? One answer, of course, is that there are losers as well as winners under inflation. Many wage earners have found themselves losing buying power as price increases soak up wage increases and pay raises thrust them into higher tax brackets. Retirees on a fixed pension found their income buying much less. Some who saved or invested in stocks or bonds—those who provided the capital for industrial expansion and improved efficiency—have been inflation's victims as price increases outstripped their savings or investment income.

A more important reason for trying to halt inflation, economists say, is that it inevitably leads to economic disaster. Persistent inflation tends to accelerate, until fewer and fewer households are willing to hold cash. Instead, they race to the stores to buy anything that will hold its value as prices rise. The result is that savings dry up and there is no money for investment to replace worn-out machinery or to expand future productive capacity.

Some profess to see the beginnings of just such a scenario developing in the United States.

In the last three months of 1979, savings were only 3.3% of personal income after taxes. During the 1960s, the ratio averaged 6.3%. During the 1960s, it averaged 5.9%. During the 1970s, it averaged 6.4%.

Instead, people have chosen to spend. Personal-consumption expenditures rose 26% between 1972 and 1979, not counting inflation.

Consumers, business and government borrowed more and more. Total debt in the credit markets reached \$4.2 trillion last year compared to \$1.5 trillion in 1970 and \$750 billion in 1960.

To some, these data are portents of disaster and call for a firm stand now, before the costs of halting inflation



rise even more. But for others, there is an increasing stake in keeping the game going at least a little while longer.

As a rich Rhett Butler told Scarlett O'Hara in "Gone with the Wind" after the Civil War had brought economic chaos to the South: "There is just as much money to be made from the tearing down of a civilization as from the building up of a civilization."

Such is the kind of advice being dispensed today by some leading financial commentators. It is in stark contrast to the testimonials to thrift made by the nation's founders, such as Benjamin Franklin.

For example, in a recent book, "Moneypower," writer Ben Stein and father, Herbert Stein, former chairman of the President's Council of Economic Advisers, have this word of advice:

"If the world were as it should be, people could work and save and come out ahead. In America, in our era, people who work and save are losing money every minute of every day. The world has become so convoluted and bizarre, in fact, that only those who take financial risks avoid the certainty of financial loss. Borrow for houses. Borrow for gold. Borrow for foreign currencies. But borrow, risky though it is, and you will make money."

That is an exaggeration—and a dangerous one, consumer credit counselors say. The world is filled with people who borrowed too much and couldn't pay their debts. The unexpected can happen: an accident, an illness, the loss of a job. The result is often bankruptcy.

One West Hollywood couple that recently filed for bankruptcy had more than \$16,000 in unpaid debts. The couple preferred to remain anonymous. The wife said she makes \$1,450 per month as a nuclear technologist. Seven months ago, the husband quit his \$900-per-month job as a salesman and tried unsuccessfully to start a business. After attending a computer programming school for six months, he is now unable to find work.

Their bills included: a total of \$3,200 in two low-interest school loans; a \$4,800 car loan; \$3,000 borrowed from a credit union; \$3,150 owed to Visa; \$1,800 owed to American Express, and a total of \$1,000 owed to the May Co. and Bullock's department stores.

"It's not their fault that they issue credit cards," the husband says. "It's our fault that we accept them. I tell you, I'm not going to use a credit card. I don't even want to see a credit card."

The bulk of Americans, of course, have not extended themselves nearly as far as this couple did. But as inflation has become embedded ever more deeply in the U.S. economy, many households have accepted debt burdens that in a pre-inflationary time they might have balked at. A sudden halt in inflation could make their lives harder rather than easier.

Dan Ratliff, 36, who bought a

three-bedroom house in the Simi Valley four years ago, sees himself as a victim of inflation but worries about a wage-price freeze. "Five years ago, I had to put my wife to work to have anything," says the long-haul truck driver with boys aged 17, 14 and 9.

Ratliff says he works about 85 hours a week, mostly on the road away from home, and earns about \$34,000 a year. He says that, with a wage freeze, he wouldn't be able to make his \$500 monthly mortgage payments.

"I couldn't do it if we didn't have the cost-of-living raise," Ratliff says. Even if there were price controls, he says, his budget would be squeezed, particularly if—as has been the case in some past control programs—food were exempted.

Bank loan officials profess no worry about widespread loan problems in the event of controls on wages and prices. Neither real estate nor personal loans are made on the basis of future wage increases, they say, but rather on current income. If borrowers can pay their bills now, loan officials say, they should be able to pay their bills under a wage-price freeze that maintains the status quo.

"It's just not sound lending policy to make loans because of a raise a guy's expected to get three months from now," says Thomas Rosselli, vice president for consumer loans at Bank of America.

But consumer borrowing has soared. And even some bank economists wonder whether the mosaic of first mortgage loans, second-trust deeds, credit card installment purchases, auto loans, student loans, home improvement loans and consolidation loans will remain glued together as neatly as lenders expect. Particularly if halting inflation results in job losses, the consequence might be more messy.

Robert Parry, economist of Security Pacific National Bank, has observed home equity loans and "blanket mailings" of credit cards being made by out-of-state banks and financial institutions. "There was even a small bank in Louisiana that sent out mass mailings," he says. "I get a little bit of a sinking feeling in regard to these kinds of decisions by a lender."

To an extent, some economists say, much of American business has been behaving like the American consumer. It is borrowing heavily, figuring to pay back its debts with cheaper dollars and using much the same leverage techniques employed by savvy individuals.

If a tight federal monetary policy turns the credit stream into a trickle or if price controls dampen the profitability of business investments, the debt burden for heavy borrowers in American industry could become onerous, perhaps devastating for some. But failing to close the floodgates on credit, economists say, is also an unsustainable and precarious course.

Just how addicted American industry has become to debt is a matter of

considerable debate. But in 1980, economist Kaufman says, business corporations are likely to be confronted by external financing needs of \$112 billion, only slightly below a record \$124 billion last year.

Much of the debt is short-term, with obligations for less than one year. But many firms are rolling over short-term debt—at ever-higher interest rates—to finance long-term projects. The result could be what economists call a "liquidity crunch."

As inflation continues and interest rates move higher, firms could be unable or unwilling to lock themselves at those high rates long term. And the investing public, expecting still higher rates, will be unwilling to buy long-term bonds. Many firms would turn more to banks for short-term loans.

"Our commercial banks may at first welcome these newfound captive borrowers," Kaufman says. But, as corporate debt grows at ever-higher rates, the credit becomes more risky. When banks recognize what is happening, Kaufman says, "this welcome mat may not be out for long."

"Every time I hear Kaufman, I want to go home and build a bomb shelter," says Martin Lynch, vice president for finance of Tiger International Inc., a Los Angeles-based freight and leasing firm.

In addition to its Flying Tiger cargo operations, Tiger International leases rail cars. By taking out 80% and 90% loans at fixed, long-term rates to buy the cars, the firm benefits from inflation as rail cars appreciate in value and rates can be raised.

Because only 15% of the rail car leases come up for renewal each year, Lynch says, Tiger International would not be severely hampered by controls on rate increases. And, he says, the company is adequately protected against a tightening of the credit screws because it has lined up short-term bank credit lines that can be used for a full year.

Other companies that went deeply into debt in the late 1960s and suffered terribly during the credit crunch of 1970 say they've learned their lessons. Whittaker Corp., the Los Angeles-based conglomerate, had 3.3 times as much long-term debt in 1970 as it did equity—the investment by its shareholders. Today, its debt is only 60% of its equity.

"I don't see that reckless kind of leveraging that occurred in the late 1960s," says Whittaker President Joseph Alibrandi. "I don't see the liquidity crunch in industrial companies that we saw before."

Even when individuals and corporations benefit to some extent from inflation, they often are uncomfortable with it. Unlike young real estate entrepreneur Nash, they haven't been able to adapt their attitudes to ever-increasing prices.

Tiger International's Lynch, for example, is dismayed at the pace at which the costs of aircraft rise. A plane costing \$55 million today may well cost \$65 million a year from now, he notes. Such concerns can put pres-

sure on company managements to buy equipment before they're really sure they will need it.

Some people find prices running up so fast that they simply cannot keep up.

Molly Lopata, 34, and her husband David, 37, moved from St. Petersburg, Fla., to the Los Angeles area last month. They had bought their Florida home in 1976 for \$48,000 with an 8% mortgage and recently sold it for \$75,000. They say a comparable home in California, however, would cost \$250,000.

When Molly started house-shopping, the mortgage rate was 12¾%. When bidding on a \$127,000 Northridge house one week later, the rate had risen to 14%. By the time the loan rate would be established by the lender, she was told, the rate probably would be 15%.

The Lopata couple were prepared to make a \$50,000 down payment. "From 12¾% to 15% on a \$75,000 loan is \$150 a month more," Molly says. "That's crazy. I thought, my God, I should've bought a house as soon as I stepped foot in California." She didn't get the house. Someone made a higher bid. The prime mortgage rate now is 16¼%.

Economists and sociologists say one result of inflation is social unrest. That may be so. People maintain that rapidly rising prices are dashing their hopes and hampering their financial progress.

Sidney Spencer, 30, who has a 3-year-old daughter and also takes care of her grandmother, says she makes \$2,000 a month working part-time as a freelance writer. Her husband makes half that working for an outdoor advertising firm. They rent a three-bedroom home in Santa Ana.

"For us to afford a house, both of us would have to work full time," she says. "A woman in my situation—who says I'd like to have a nice home, but my child is only small once, and I want to give her a good foundation as a good mother—has to make a choice between a child and a home."

Reuby Banas has a home in South Gate. She says that doesn't make inflation any easier. She is 77, and her only income is a monthly Social Security check of \$261. Before her husband died last fall, she says, life was easier. There was also his Social Security check. A disability, she says, kept him from a steady job and a retirement pension.

As a volunteer cashier at the Steelworker Oltimers Foundation in South Gate, Reuby Banas gets lunch for free. She says that's her only meal each day.

The \$32 raise in Social Security received this month, she says, isn't keeping up with her expenses. "Real-ly, it's your light bill and your gas bill and your water bill," she says. And then, there's the rising cost of medicine.

Would she favor wage and price controls?

"I really don't know," Reuby Banas says. "I think that's beyond my mind."

Los Angeles Times  
A SPECIAL KIND OF JOURNALISM.

# Editor & Publisher

THE FOURTH ESTATE

Robert U. Brown, President and Editor  
Ferdinand C. Teubner, Publisher

James Wright Brown  
Publisher, Chairman of the Board, 1912-1959

## Accuracy

An assertion was made during the sessions of the American Society of Newspaper Editors that "the accuracy of our newspapers is declining." In the absence of any supporting evidence we question the allegation but we do agree wholeheartedly with the main thrust of Bill Hornby's comment that editors should make "accuracy our fetish for the '80s."

It has been our observation that journalistic accuracy has been a prime topic of discussion among editors for years. In the last 10 years, more and more newspapers have been making an effort, sometimes leaning over backwards, to correct errors of substance that appear in their newspapers. The trend is to anchor those corrective items in a certain position each day.

The result has been that readers in general have been made aware of errors committed and corrected whereas in the past a reader might know only about misinformation in stories with which he or she was personally familiar. There probably is no greater incidence of error in today's newspaper but all readers are being made aware of the ones that do occur.

It is for that very reason that all news people must make a greater effort to reduce error in order to correct what is actually a public misconception.

There appeared to be a tremendous increase in typographical errors during the early days of computerized type-setting. Since then, the "bugs" seem to have been worked out of the system. However, it is not typos, but errors of substance, which concern editors more.

Reporters and editors are being called upon to write about an increasingly complex world and to explain it to an increasingly well-educated, sophisticated, and critical audience.

Everything is changed in the newspaper business, yet everything remains the same. Accuracy, accuracy, accuracy still is the dominant theme of responsible journalists just as it has been for decades.

## Circulation uptrend

Good news for the gathering of executives at the American Newspaper Publishers Association meetings in Honolulu next week is that total daily newspaper circulation is climbing back from its recession-induced slump of 1974.

Circulation totals for morning and evening newspapers published at the end of 1979, which will appear in the 1980 edition of the EDITOR & PUBLISHER International Year Book to be published early May, were 62,223,040, more than a quarter-million gain, or .4%, over the 61,989,997 the previous year.

This is the highest daily total of copies sold since the record-high of more than 63 million in 1973. It is a figure exceeded only by the totals of 1971, 1972 and 1973. This growth in the face of renewed speculation that new electronic media will bring the demise of newspapers, should be encouraging to all newspaper people.



Charter Member  
Audit Bureau  
of Circulations  
Member American  
Newspaper  
Publishers Association  
6 mo. average net paid March 31, 1980—26,430



## The Oldest Publishers and Advertisers Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

**Managing Editor:** Jerome H. Walker, Jr.

**Associate Editors:** John P. Consoli, Bill Gloede, Andrew Radolf, Lenora Williamson, Earl W. Wilken

**Midwest Editor:** Celeste Huenergard

**Washington Correspondent:** I. William Hill

**West Coast Correspondent:** M.L. Stein

**Promotion Manager:** George Wilt

**Advertising Manager:** Donald L. Parvin

**Sales Representatives:** Steven Ahmuty, Richard J. Flynn, Norman Messer, Robert J. Mathes, Durland Stewart

**Advertising Production Manager:** Louise A. Villani

**Circulation Manager:** Donna Lea Walck

**Classified Advertising Manager:** Donna P. Bates

**Librarian:** Adelaide Santonastaso

## OFFICES

**General:** 575 Lexington Ave., New York, N.Y. 10022. Phone 212-752-7050. TELEX 12 5102.

**Chicago:** 111 East Wacker Drive 60601. Phone 312-565-0123. Celeste Huenergard, Editor, Norman Messer, Ad Representative.

**Los Angeles:** 3450 Wilshire Boulevard Suite 407, 90010. Phone 213-382-6346. William Marshall—Scott, Marshall, Sands & McGinley.

**Long Beach, Calif:** 5050 Garford St. 90815. Phone 213-597-2931. M.L. Stein, West Coast Correspondent.

**San Francisco:** 433 California St., Suite 505, 94104. Phone 415-421-7950. Peter Scott, Richard Sands—Scott, Marshall, Sands & McGinley.

**Washington:** 1295 National Press Building, Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent.

## INDEX TO THIS ISSUE

ANPA Directory .....	99
Advertising .....	64
Calendar .....	2
Editorial workshop .....	58
Equipment .....	21
Newspeople in the news .....	78
Photo credits .....	4
Syndicates .....	118
Shop Talk at Thirty .....	132

Microfilmed copies of Editor & Publisher are available from: University Microfilms International, 300 North Zeeb Road, Ann Arbor, MI 48106; London: 18 Bedford Row, London, WC1R 4EJ, England.

EDITOR & PUBLISHER for April 19, 1980

## INDEX TO ADVERTISERS

Abitibi-Price Sales Corporation	71
Advertising Checking Bureau, Inc.	28
Automation Electronics Corp.	44
Baltimore Sun	51
Bank of America	93
Bankers Trust Company	75
Baton Rouge Advocate & State Times	29
Bell & Howell Micro Photo Division	103
Bergen Record	41
Bethlehem Steel Corporation	36, 37
Booth Newspapers	10
Boston Globe	Cover 1
Buffalo Evening News	40
Canon USA Inc., Copier Division	105
Caterpillar Tractor Co.	32
Chemco Photoproducts Co.	57
Chicago Tribune	45
George J. Cooper	100
Credit Bureau Inc.	80
Dallas Times Herald	53
Digital Equipment Corporation	
Graphic Arts Group	54, 55
Lee E. Dirks	132
Dow Chemical USA Styrofoam	
Brand Products	85
Edison Electric	91
Fairchild Syndicate	70
Family Weekly	39
Flint Ink Corporation	83
Gannett	27, 65, 66, 67
Garden City Newsday	98
Harte-Hanks Communications, Inc.	1
Honolulu Star-Bulletin & Advertiser	3
J.M. Huber Corp. Ink Div.	89
Institute for Journalism Education	77
International Paper Sales Co., Inc.	62, 63
Landon Associates, Inc.	
30, 31, 34, 38, 42, 46, 50, 56	
Lederle Laboratories	81
Los Angeles Times	6, 7
Los Angeles Times/Washington Post	
News Service	79
M.A.N. Wood Industries	47
Management Planning, Inc.	68
Midstates Packaging Systems	111
New York Times News Service	9, 33
Parade	61
John A. Park, Jr.	99
Philadelphia Bulletin	69
Phoenix Newspapers	43
Rockwell International Graphic	
Systems Div.	5
George Romano	102
St. Petersburg Times	2
San Diego Union Tribune	Cover 2
Scripps Howard Foundation Awards	
Cover 3, Cover 4	
Scripps League Newspapers, Inc.	23
Smith RPM Corp.	52
Sperry & Hutchinson Company	73
State Farm Insurance	26
Stepper Associates, Inc.	113
Joe Sullivan & Associates, Inc.	79
System Integrators, Inc.	87
TV Data	117
Telcon Industries, Inc.	97
Teleram Communications Corp.	58
Taxaco	49
3M Pyrofax Systems,	
Printing Products Div.	109
Tulsa World & Tribune	101
U.S. Printing Ink	35
United Media-Enterprises	24, 25
Universal Press Syndicate	119
Deane Weinberg Insurance Agency, Inc.	76
Western Litho Plate	95
Worcester Telegram & Gazette	59, 78
Xenotron, Inc.	107
Xifron, Inc.	60
Youngs Walker & Co.	78

EDITOR & PUBLISHER for April 19, 1980

# Letters

## REAL FREEDOM

The ASNE poll which declares editors have freedom (E&P, March 29) agrees basically with my personal experience. However, the only truly free editorial writer is the individual who also happens to own the newspaper.

Over a 13-year period, I worked for both independents and groups and again I substantiate ASNE findings that the independent publishers are more aggressive in managing editorial policy than are the groups.

I spent eight years with Donrey Media Group as a country editor responsible for managing a newsroom and producing editorials as well. Donrey has a totally undeserved reputation for being an editorial busybody dictating all stances from school bond elections to presidential endorsements. During those eight years I received about a half-dozen editorial directives from the top, usually U.S. Senate or presidential endorsements.

I also worked a year as an editorial writer for the *Reno Evening Gazette*, a Gannett property. One morning the executive editor called me in to say Allen Neuharth was upset because the UNR basketball team took an unfair thumping in the wire service polls. Neuharth, I was told, thought it appropriate for the *Gazette* to editorialize in the team's defense. Needless to say, if Neuharth thought it was a good idea, then I did too.

The beauty of the group situation (UNR sports excepted apparently) is the fact the executives are often far removed from the vicinity and carry few opinions on the daily machinations of life in your bailiwick. They are only too pleased for the local editor to stay on top of and comment upon local crises. If you work for an individual publisher, you often have a boss with opinions of his own which he routinely prefers to those of his editor.

It is my personal philosophy that the publisher indeed runs the paper and can screen the editorial page as long as the paychecks keep coming in on a regular basis. If I were a publisher paying the bills I would readily exercise the option myself. I have found, in dealing with a Donrey general manager or a Gannett editorial board, if I am adamantly and philosophically opposed to an editorial stance, I could argue, with occasional success, for a turn-around. Failing at that, I could at least press for an airing of the minority opinion within the editorial itself and usually get it.

On those few occasions when the final decision grieved my political or sociological sensibilities, the topic was assigned to a staffer or laid onto a fellow editorial writer more favorably opinionated, so that while the publisher's wishes were being honored I was spared the indignity of being insincere with my readers.

Learning to give and take with your boss on editorial policy is neither degrading nor onerous. It's wiser than stomping off the job in a snit because one quickly runs out of newsrooms to stomp out of. More importantly, having to occasionally rationalize and defend your editorial opinions is probably healthier than running the risk of turning into an opinionated despot who responds to no one—including the readers.

But the simple, unvarnished truth of the matter is, on a day-to-day basis, the editorial writer is left to his own resources and occasionally finds himself longing for useful input from some outside source—even his boss.

Editorial writers working for publishing groups are not free spirits flying beyond reach of all earthly fetters, but neither are they a bunch of caged parrots. And, on the whole, they are better off than their brothers and sisters working for individual publishers. You didn't have to ask ASNE—I could have told you that.

JOHN S. MILLER

(Miller is public relations director Kennecott Minerals Co., McGill, Nev.)

## EDITOR'S COMMENT

*William F. Chapman*  
Executive Editor  
*The Times*  
Hammond, Indiana

"The New York Times News Service gives our paper an added national and international dimension in the fiercely competitive Chicago-area metro market. It's an extra measure of quality in reporting and writing. And—supremely important—the NYT slug lends untarnished credibility ..."

**The New York Times**  
**NEWS SERVICE**

# Passing our test means you can't afford to pass up our course.

**Announcing the Booth Newspaper Training Institute. Specialized training programs for newspaper professionals.**

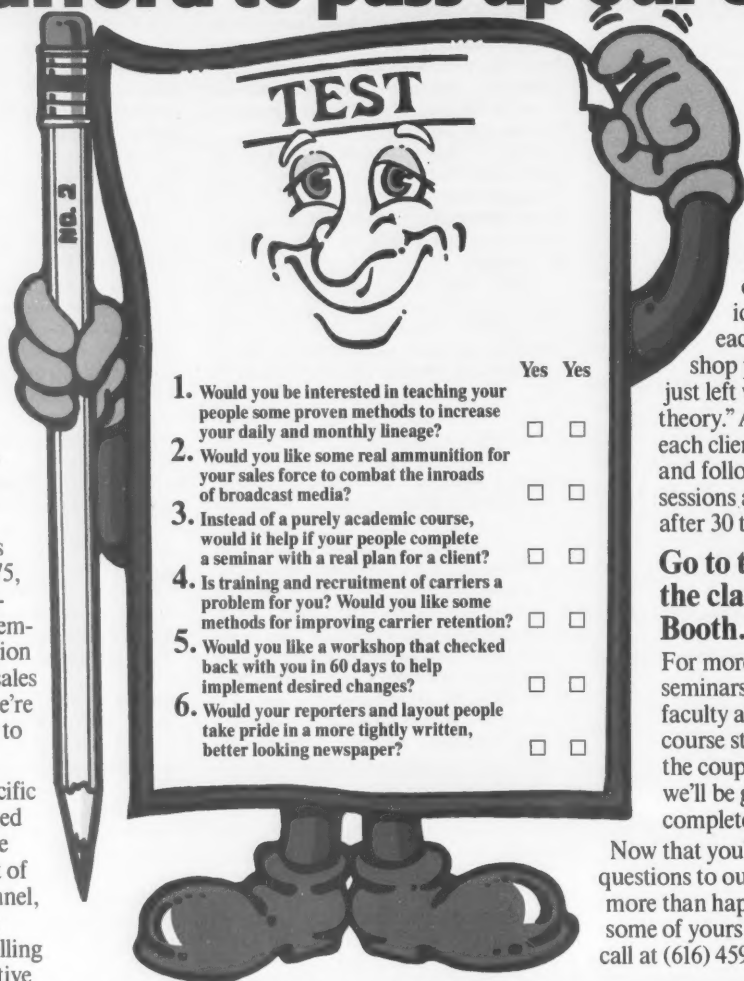
Booth has always been known for its training. Since 1975, we've trained hundreds of our own employees in circulation and professional sales skills. And now we're opening our door to the public.

With seven specific workshops designed to meet the unique needs and interest of newspaper personnel, the programs are: Target Market Selling (against Competitive Media), Professional Sales Techniques, Managing for Improved Circulation, Extending Advertising Linage through Co-Op, Effective Advertising Design, Newspaper Graphics and Layout, and Writing for the Newspaper. Each seminar is conducted by professional trainers at our conference facility in Grand Rapids and other locations. Each program runs from two to five days.

Booth's training programs have all been pretested and rated "outstanding" by one or more pilot groups of newspaper personnel before being offered publicly. Workshop group sizes are kept small (typically 12 or less) and individual participants receive personal attention on their own unique interests and concerns.

## At our workshops, we really work.

The course of study is an intensive one. We use excellent audio-visuals. With a minimum of lecture material, the most productive work is done in small groups. And because the workshops are open to



- |  | Yes                      | Yes                      |
|--|--------------------------|--------------------------|
| 1. Would you be interested in teaching your people some proven methods to increase your daily and monthly lineage?         | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Would you like some real ammunition for your sales force to combat the inroads of broadcast media?                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Instead of a purely academic course, would it help if your people complete a seminar with a real plan for a client?     | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Is training and recruitment of carriers a problem for you? Would you like some methods for improving carrier retention? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Would you like a workshop that checked back with you in 60 days to help implement desired changes?                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Would your reporters and layout people take pride in a more tightly written, better looking newspaper?                  | <input type="checkbox"/> | <input type="checkbox"/> |

professionals from any newspaper, participants get exposed to a broad range of experiences and ideas. At the end of each session, workshop participants aren't

just left with "ivory-tower theory." A specific plan for each client is suggested and follow-up feedback sessions are arranged after 30 to 60 days.

## Go to the head of the class with Booth.

For more information on seminars, dates, prices, faculty and specific course structure, fill out the coupon below and we'll be glad to send you a complete brochure.

Now that you've answered the questions to our test, we'd be more than happy to answer some of yours. Please give us a call at (616) 459-3824.

Please send me more information on the Booth Newspaper Training Institute.

Name \_\_\_\_\_

Title \_\_\_\_\_

Newspaper \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

My primary area(s) of interest are: \_\_\_\_\_

\_\_\_\_\_

Send to: Booth Newspaper Training Institute  
P.O. Box 2168  
Grand Rapids, Michigan 49501

newspaper training  
institute  
**booth**

# Pulitzer for public service won by Gannett News

By Lenora Williamson

Pulitzer Prize history was made with the 1980 journalism awards announced April 14 by President William J. McGill of Columbia University following recommendations of the Pulitzer Prize Board.

For the first time in the 64th annual awards, the gold medal for meritorious public service has been won by a news service. The award went to Gannett News Service for its series on financial mismanagement of contributions and loans by the Pauline Fathers.

For the first time also, the names of finalists in each category were announced along with the winners.

The *Boston Globe* became the second newspaper in prize history to win three awards in a single year. The *New York Times* is the only previous newspaper to have done so.

Individual winners receive a cash award of \$1,000 and the public service winner the Pulitzer gold medal.

The story of the Pauline Fathers and their mismanagement of gifts and contributions, climaxed by a papal investigation, was reported in a series by three Gannett News Service writers: John M. Hanchette, William F. Schmick and Carlton A. Sherwood.

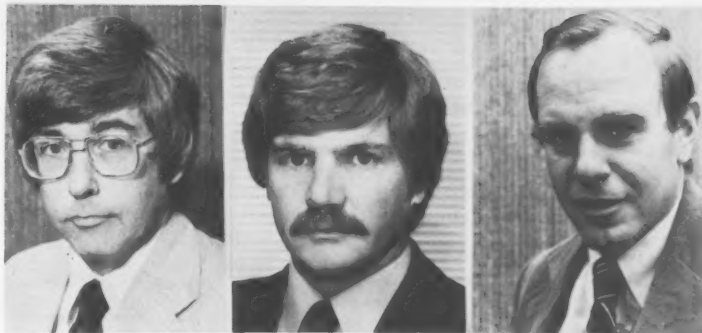
The reporters, all Roman Catholics, traveled over 200,000 miles to Italy, Poland, Hungary, England and in 17 American states during their research.

GNS, in its series published last September, detailed fiscal misadventures of the monks—formerly known as the Order of St. Paul the First Hermit—and how they raised and squandered some \$20 million in loans and charitable donations.

Victims, some 2,500 elderly Catholics who invested in bonds sold by the Paulines for the purpose of building a rational shrine in Kittanning, Pa., are yet to be repaid in full.

The series reported how donors were misled and funds squandered, how criminal elements became involved in church fund raising, and how the church confronted its mispractices and began to make amends.

The series moved along for 18 days against strong emotional response from readers, official church protests, and charges of intolerance and bigotry. (See E&P, April 12.)



Gannett News Service team, from left, Hanchette, Sherwood, and Schmick.

Back in 1973, the *Sun Newspapers* of Omaha won the special local reporting award for uncovering the extensive financial resources of Boys Town, Nebraska.

Several GNS staffers contributed to the story but the team of three was principally involved. Photographs and graphics were provided under direction of GNS photo/graphics director Tim Manning, assisted by artist Pat Mitchell, both based in Washington.

Hanchette was chief of the Gannett News Service Tallahassee bureau for 2 years before moving to the Washington bureau last year. He is a former managing editor of Gannett's *Niagara Falls Gazette* and an investigative reporter for the *Buffalo Evening News*.

Schmick worked 12 years with the *Baltimore Sun* and was city editor before moving to Gannett in 1977. He is state editor of GNS. Schmick's father is W.F. Schmick Jr., president of the Baltimore Sunpapers.

Sherwood was news editor of the *Catholic Star-Herald* in Camden, New Jersey and had worked for several southern New Jersey newspapers before joining the national staff of GNS last year.

Also nominated as finalists in the public service category were:

- *Miami Herald* for disclosures of medical incompetence, malfeasance and abuse, and also for a series on police brutality.

(Continued on page 12)

## SCRIPPS-HOWARD AWARDS PRESENTED

### Deseret News cited for public service

The annual Scripps-Howard Foundation Awards were presented April 18 at the Union League Club in New York City with the *Salt Lake City Deseret News* first place winner in the Roy W. Howard Public Service Awards for 1979.

*Newsday*, Long Island, won second place in the public service award with honorable mentions going to the *Port Arthur (Texas) News*, *Boston Globe* and *Atlanta Constitution*.

The first prize, \$2,500 and a bronze plaque to the *Deseret News* and reporter Gordon Eliot White was for uncovering evidence of high rates of leukemia downwind from nuclear tests and evidence that the information had been covered-up by the government.

Second prize, \$1000 and a citation, to

*Newsday* and reporters Brian Donovan, Robert Wyrick and Stuart Diamond, was for an investigative series on the role of the government and the oil industry in the gasoline shortage of 1979.

The *Norfolk (Va.) Ledger-Star* won the Edward Willis Scripps Award which recognizes the newspaper which performed the most outstanding public service in the cause of the First Amendment guarantee of a free press.

The award honors the newspaper and reporter David Chandler for a detailed investigation of irregularities in state purchasing contracts.

The newspaper supported Chandler for refusing under threat of jail to reveal sources to a grand jury. A judge freed

(Continued on page 56)

# 64th annual Pulitzer Prize awards

(Continued from page 11)

(The Miami Herald won Sigma Delta Chi Awards for Distinguished Service in Journalism for both of these series earlier this month. E&P, April 12.)

- The Philadelphia Inquirer for a series on toxic waste.
- The St. Petersburg Times for its investigation of the Church of Scientology. The board moved this Times entry to national reporting, where it won.

The Pulitzer Prize for a distinguished example of general or spot news reporting within a local area of circulation was won by the staff of the *Philadelphia Inquirer*.

The Three Mile Island nuclear "accident" last Spring provided the newspaper's staff with one of the word's tensest news dramas ever, right in its own backyard.

For 11 days last March and April, more than 80 staff members worked around the clock to cover the story on two levels—saturation coverage daily on breaking developments while simultaneously probing deeper questions of how it happened, and how the emergency was handled. They broke major stories on fumbling of government officials and NRC, cover-up strategy by utility officials, and the fears and anger of the neighborhood citizens.

For the second Sunday, April 8, the Inquirer reconstructed the accident in nearly nine full pages of the paper, with 22,000-words and pictures.

This is the sixth consecutive year that the Philadelphia Inquirer has been represented on the roster of Pulitzer Prizes.

Also nominated in the local reporting category were: the staff of the *Chicago Tribune* for coverage of the worst air plane crash in history and the blizzard of 1979; and the staff of the *Greensboro (N.C.) Daily News* for coverage of a shootout of the Ku Klux Klan.

The Boston Globe dominated the prize roster with three awards. Its Spotlight Team won in special local reporting with a series of investigative reports exposing the city's crumbling and mismanaged transit system.

Boston Globe columnist, Ellen H. Goodman, won the commentary award and William A. Henry III, television critic, won the prize for criticism.

Members of the Globe team included Editor Stephen A. Kurkjian, reporters Alexander B. Hawes, Jr., and Nils Bruzelius, and researcher Joan Vennochi, also Robert Porterfield, economics reporter, as a contributor.

The 10-day series revealed a "self-serving alliance of unions and state house politicians" that weakened the management of the Massachusetts Bay Transportation Authority and also criticized Governor Edward J. King's association with powerful labor unions.

## Boston Globe honors



Henry



Goodman



Vennochi



Hawes



Bruzelius



Kurkjian

The series resulted in official investigations and corrective actions.

Kurkjian has been a member of the Spotlight Team since its 1970 formation, with the team winning a Pulitzer in 1972 for special local reporting with its series on corruption in Somerville, Mass.

Also nominated as runners-up in the special local reporting category were: Carole E. Agus, Andrew V. Fetherston Jr., and Fred J. Tuccillo, *Newsday*, for an investigation of a Long Island sewer scandal; Judy Grande and Brian Gallagher, city editor of the *Nyack (N.Y.) Journal-News*, for investigation of the handling of local murders; Charles R. Cook and James S. Carlton, *Port Arthur (Tex.) News*, for expose of shoddy waste disposal practices, and Lewis M. Simons and Ron Shaffer, *Washington Post*, for a series on fraud in a black self-help program.

Brian Gallagher is the son of Wes Gallagher, former Associated Press president and general manager.

The Globe's columnist, Ellen Goodman, winner of the Pulitzer for commentary, worked as a reporter and researcher for *Newsweek* and the *Detroit Free Press* before joining the Globe in 1967. In 1973, under a Nieman Fellow-

ship, she studied dynamics of social change and returned to the newspaper as a columnist. Her column is syndicated to 200 newspapers by the Washington Post Writer's Group.

Television critic Henry, who received the criticism prize, dealt with a broad range of topics beyond routine reviews of programs in his 1979 columns. He joined the Globe in 1971 after Yale graduation, working as a dance and film reviewer, state house reporter and editorial writer. He's had the television assignment since 1977.

Also nominated as finalists in the commentary category were: Richard Reeves, Universal Press Syndicate, and Carl T. Rowan, *Chicago Sun-Times* and Field Newspaper Syndicate.

Also finalists in the criticism category were William C. Glackin, *Sacramento (Calif.) Bee*, and William K. Robertson, *Miami Herald*.

Honored by the Pulitzer board for a distinguished example of reporting on national affairs were Bette Swenson Orsini and Charles Stafford of the *St. Petersburg Times*. Their investigative series on the Church of Scientology in Clearwater, Florida, was originally nominated in the public service category, but the board moved it to national affairs reporting and awarded the prize.

In a 14-part series, the two reported what they found to be "bizarre and threatening ways" of the church. The story started when the "United Churches of Florida" bought two major sites in downtown Clearwater and Orsini traced the purchase to the Scientologists. Four years of suit and countersuit, harassment, smearing of Mr. Orsini's reputation, and rifling of files, fake accidents, and finally the trial in Washington that brought convictions and sentencing, the Pulitzer release noted, followed before the series began. Orsini is a marathon water skier and winner of a number of writing awards, many related to education. Stafford, who served in the Pacific and then worked for the Associated Press, has been with the *St. Petersburg Times* in its Washington Bureau since 1968.

Also nominated in the national affairs category were: Joseph P. Albright, national correspondent, Cox Newspapers,



Orsini



Stafford

EDITOR & PUBLISHER for April 19, 1980

for a series on energy; George Anthan, reporter, Washington bureau of the *Des Moines Register*, for a series on disappearing farmland, and the *Los Angeles Times* staff, for a series on chemicals in the environment.

A reporter and photographer team for the *Courier-Journal*, Louisville, made the journey to a small Thai border village to bring home the Cambodian refugee story last Fall. And this week, reporter Joel Brinkley and photographer Jay Mather have won the Pulitzer Prize, international reporting category, for four reports, "Living the Cambodian Nightmare."



Brinkley



Mather

Not satisfied with wire service reports, the *Courier-Journal* decided to make the connection between a predictable day's events in the Ohio River Valley and the daily tragedies in a refugee camp. They spend a week in the camp, and on their return Brinkley came down with typhoid but managed to meet the December 2 deadline for the first piece. One story featured a Louisville doctor assisting the refugees.

Brinkley has been with the *Courier-Journal* since 1978, and earlier worked for the *Richmond (Va.) News Leader* three years and briefly for the Associated Press in Charlotte, N.C. after receiving a bachelor's in journalism from the University of North Carolina at Chapel Hill. Brinkley's father is NBC's David Brinkley.

Mather has been a staff photographer for the *Courier-Journal* and the *Louisville Times* since 1977. Before, he was with the *Sentinel Newspapers*, Denver, five years. A University of Colorado graduate, Mather was in Malaysia with the Peace Corps two years.

Also nominated as finalists in international reporting were: Peter Arnett, Associated Press, for stories on the world's  
(Continued on page 52)

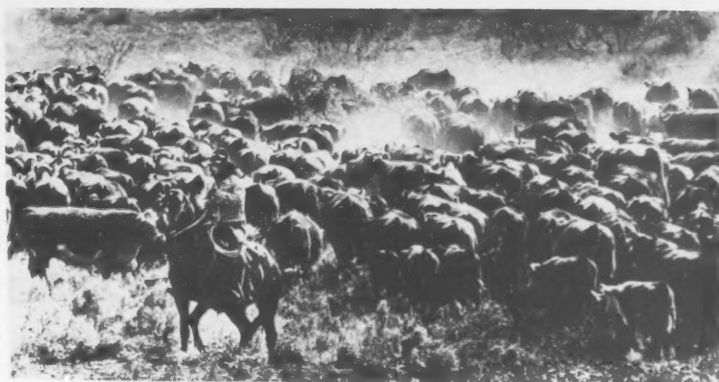


Bartley



Wright

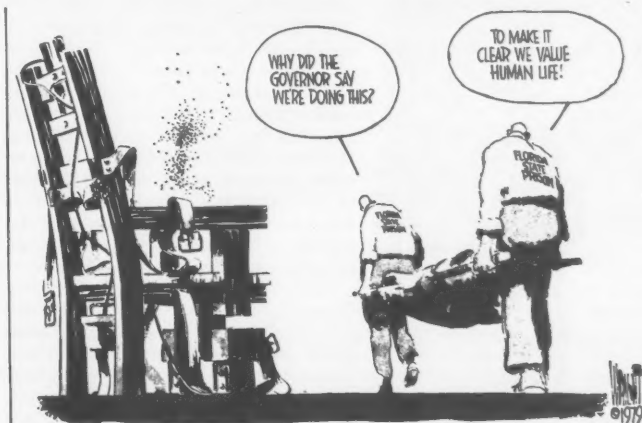
EDITOR & PUBLISHER for April 19, 1980



Feature photography excerpt—Erwin H. Hagler, *Dallas Times Herald*



Spot News Photography, "Firing Squad in Iran" (UPI)  
Photographer presently unidentified.



Editorial Cartooning, excerpt—Don Wright, *Miami News*

## Pulitzer Prizes, 1980

Public Service—Gannett News Service.  
General Local Reporting—Philadelphia Inquirer.  
Special Local Reporting—Boston Globe.  
National Reporting—Bette S. Orsini and Charles Stafford, St. Petersburg Times.  
International Reporting—Joel Brinkley and Jay Mather, *Courier-Journal*, Louisville.  
Editorial Writing—Robert L. Bartley, Wall Street Journal.

Editorial Cartooning—Don Wright, *Miami News*.  
Spot News Photography—UPI, name withheld.  
Feature Photography—Erwin H. Hagler, *Dallas Times Herald*.  
Commentary—Ellen H. Goodman, *Boston Globe*.  
Criticism—William A. Henry III, *Boston Globe*.  
Feature Writing—Madeleine Blais, *Miami Herald*.

# CIA chief employs reporters as spooks

By I. William Hill

At the American Society of Newspaper Editors convention in Washington last week, editors like A.M. Rosenthal, *New York Times*, and Gene Patterson, *St. Petersburg Times*, expressed both surprise and dismay when Admiral Stansfield Turner, director of CIA, disclosed that in three separate instances since 1977 he had personally approved the use of journalists for secret intelligence operations.

The editors said they had understood that CIA policy since December of 1977 had been never to use American journalists in intelligence operations.

Turner declared, however, that it had been openly revealed at the time that, with the approval of the CIA Director, journalists could be used in very exceptional situations.

"What if we have a terrorist situation and the only way to gain information is through use of a journalist. That is the kind of circumstance I mean, a situation wherein the real security of the United States is involved."

"Do you think it's worthwhile to cast into doubt the ethical and professional position of every foreign correspondent?" Rosenthal demanded. "This endangers not only the ethics of our work but the physical existence of our foreign correspondents."

Patterson agreed with Rosenthal and announced he would try to set Admiral Turner straight by editorials in the *St. Petersburg Times*.

Turner went on to say it would be "naive" to think that a foreign government would assume that journalists of any nationality are free of association with intelligence agencies.

"Furthermore," he said, "I would be ashamed to think I needed a law to protect my ethical reputation."

In his prepared speech, Turner told the editors that in none of the three cases where he had approved use of journalists had they actually been used, due to a change in the situation that made them no longer required.

In response to questions, Turner said no journalists are now actively employed or paid either here or abroad as CIA agents. He said he had no current plans to use or hire any, but that if a situation presented itself in which he felt such a practice was justified, he wouldn't hesitate to recruit one.

Turner expressed surprise at the negative reaction of ASNE members and suggested they were "naive."

"I can't understand," he said, "why you think if you accept an assignment

from me to aid the United States you are no longer free."

Asked if, in the event he did hire a correspondent to work for the CIA, he would so inform the correspondent's employer, Turner said he regarded that as an obligation of the correspondent hired.

## ASNE officers are elected

The ASNE officers elected for the coming year are: Thomas Winship (*Boston Globe*) president; Michael J. O'Neill (*New York News*) vicepresident; John C. Quinn (Gannett Newspapers) secretary; and Creed C. Black, *Lexington* (Ky.) *Herald and Leader*, treasurer.

Re-elected to the boards were Winship, O'Neill, Quinn, and Charles W. Bailey (*Minneapolis Tribune*). Also elected was Larry Jinks (*San Jose Mercury News*) and, for a one-year term, Tina S. Hills (*El Mundo* of San Juan).

If members attending the ASNE convention hoped to discover which of the five remaining candidates for President has First Amendment beliefs closest to their own, they went home disappointed.

Originally, after a speech, each candidate was to be asked three questions. The first was designed to disclose his views on recent Supreme Court decisions undermining press rights under the First Amendment. The second was to inquire whether, if the candidate became president and had the chance to fill a Supreme Court vacancy, if he would inquire into the First Amendment attitudes of the prospective appointee. The third was to ask if the candidate would be willing later to fill out a questionnaire revealing detailed views on the subject.

The plan hit a snag. Neither of the two Democrats—President Carter and Senator Edward M. Kennedy—were asked any of the questions. Ronald Reagan was allowed to get away with indicating general approval of the First Amendment without being pressed in a way that would have shown whether or not he had knowledge of last year's Gannett decision, something on which George Bush had tripped the day before.

Both Reagan and Bush said they would question any possible Supreme Court appointee about his First Amendment views and both said they would be happy to answer the questionnaire.

So did John Anderson, appearing late in the convention, who was able to talk knowingly—not only of the Gannett and *Stanford Daily* decisions—but also about

attempts to amend the Freedom of Information Act.

First Amendment troubles provided the focal point of four program segments during the convention. The first took a shirt-sleeve approach to the editor's legal problems.

James Spaniolo, *Miami Herald* lawyer, concentrated on the press being barred from criminal trials and pre-trial procedures, as in the Gannett case. After recalling one instance where a Canadian judge, sitting in a Miami court, had thrown out reporters but allowed the public to remain, Spaniolo emphasized the importance of the press role in working to avoid all closures.

"Newspapers must convince the public the purpose is to benefit society, not just the press," he said.

James D. Ewing, *Keene* (N.H.) *Sentinel*, told the session of a case where a judge ordered that a lawyer sit with reporters during a trial to monitor what they wrote, but that the New Hampshire Supreme Court had held he was out of line on grounds of prior restraint.

"Gannett doesn't apply in New Hampshire," Ewing said.

Bruce W. Sanford, of the firm of Baker and Hostetler, a legal representative of both United Press International and Scripps Howard, told of a conversation with former Senator Sam Ervin in which Ervin said, "no doubt with particular reference to the Gannett decision, 'It's not the first time Justice Stewart has mucked up the Constitution.'"

Sanford concentrated largely on libel law decisions, notably *Herbert v. Lando* and the *Wolston* and *Proxmire* "public figure" cases.

"The risks of handling potentially libelous stories have soared," he said, "because libel law is no longer the sweet song it was for the press a few years ago. . . ."

He described the *Herbert* case as "a primer", teaching libel plaintiffs that "if they're tenacious they may worm their way to a jury. . . . Motions for summary judgment—that procedural device which the press used successfully for years to avoid the expense and disruption of a jury trial—are becoming rarer and rarer."

Sanford went on to say that "the Court's contraction of the public figure category in the *Wolston* case has made it extraordinarily difficult to predict who will be considered a 'public figure' for libel law purposes."

He predicted that many suits in the 1980s, unlike the 1970s, will be tried by juries. "Newspapers can, indeed must, win some of these trials if for no other reason than self-protection."

Sanford provided four guidelines about handling potentially libelous stories:

"1. The appearance of fairness, not to mention other virtues, will earn you points with a jury.

(Continued on page 15)

EDITOR & PUBLISHER for April 19, 1980



(Continued from page 14)

"2. Avoid truncated or sly suggestiveness.

"3. Remember that you have far more latitude with expressing opinion than with reporting fact. Recent cases have seen relatively speedy dismissals for statements of opinion; it is one area of libel law which is developing some decent precedent for the press.

"4. Recognize that the crucial public figure determination is always a question of fact."

Norton Armour, *Minneapolis Tribune* lawyer, discussed the law of privacy, citing a case wherein pictures were made in a restaurant without permission of either proprietor or patrons, with an invasion of privacy case resulting. Armour also cautioned against reviving accounts of crimes in "20-years-later stories."

Another convention segment on the law featured Dean Ernst John Watt, a former Wisconsin judge, who is now presiding over the National Judicial College in Reno. This college was founded in 1964 as the first institution in America to train judges to help them do their jobs.

In an effort to try and repair the hostile relationship between judges and the press, the college has already had more than half a dozen speakers and seminar leaders from the ASN. David Stolberg, assistant general editorial manager, Scripps Howard Newspapers, last summer played a faculty role during some of the college's learning sessions.

NBC News correspondent Carl Stern also took part in some of the summer sessions on "Are the News Media Getting a Raw Deal from the Courts?" One of the judges present during the presentation was Daniel DePasquale, who was involved in last year's Gannett decision by the Supreme Court.

At a luncheon session, Attorney General Benjamin Civiletti reaffirmed that the Justice Department has no plan to subpoena reporters in the Abscan leakage.

The fourth session on "The Law" concerned applications of free speech and freedom of the press protections for the electronic media, for books, libraries and the church.

Simon Michael Bessie, of Harper and Row, said that book protection rests on the First Amendment and on the copyright law. "The press has the right to freedom," he said, "because society is best served that way."

Washington Bishop John T. Walker, after teasing the editors with some remarks by Thomas Jefferson that were critical of the press, reminded them that the First Amendment applied as much to the church as to newspapers. He also recalled that, during the McCarthy anti-Communist days, there were times when newspapers criticized the clergy for allowing certain speakers to occupy a

## Pulliam Fellowship for editorial writers

A \$10,000 cash award will be made annually to an outstanding editorial writer on a daily newspaper in the United States or its territories.

Purpose: To encourage editorial writers to renew their personal resources and develop new or specialized interests. The award will be given for travel or specialized study, or a combination of both.

Applicants must have had at least five years' full-time editorial writing experience. The winner will be determined by a panel of judges on the basis of his or her record in newspaper journalism in general and editorial writing in particular.

Applicants must submit (1) biography, (2) summary of professional experience, (3) 10 samples of editorials or editorial series, (4) a plan for using the award, and (5) an endorsing letter from the applicant's employer.

Deadline for applications: July 1. Address to: Pulliam Fellowship, Sigma Delta Chi Foundation, 35 E. Wacker Dr., Chicago, Ill. 60601.

pulpit, forgetting that "the pulpit must be free."

William Small, of NBC News, described television's two fields of First Amendment interest—the fairness doctrine and the equal time regulations of the Federal Communications Commission.

By far the lightest session of the convention was that given over to an unstructured discussion of "The Washington Novel", with spirited needling among four authors.

Barbara Howar set the stage by declaring that the only thing more boring than reading a Washington novel was to write one. William Safire countered with the charge that Barbara had obviously been reading too much of her own work.

When Howar argued that sex in a novel couldn't keep up with sex in life in Washington, Safire came back with arguments that power was the key Washington factor that would keep drawing readers to the Washington novel. Les Whitten rallied to Howar's side and Marilyn Sharp steered the mid-course of not committing herself.

When Howar maintained it was useless to try to go on writing about Washington sex, Safire said an author could do well writing about "naked aggression." "Is that why you're always exposing people?" Howar wanted to know.

All this finally reverted to newspapers as the authors began to criticize the choice of editors as to who reviews books. "You couldn't do worse," Whitten said, "if you went out on the street and tried to pick out the most stupid people."

Salisbury was in China and North Viet-

## Harrison Salisbury sues security agency

Contending that the National Security Agency illegally intercepted and kept records on his private communications while he was a foreign correspondent, former associate editor Harrison E. Salisbury of the *New York Times* last week (April 10) filed a damage suit against the agency in District Court in Washington.

Salisbury said he discovered the interceptions after he made a Freedom of Information Act request for all CIA files and documents under his name.

After the CIA located records on Salisbury that had been initiated by the NSA, it referred Salisbury's information request to the security agency.

According to court documents, the NSA subsequently denied Salisbury's requests for the records, which they said were classified.

The American Civil Liberties Union's Center for National Security Studies filed the suit for Salisbury.

ACLU lawyer Mark Lynch said Salisbury's name may have been on an NSA "watch list" compiled in the late 1960s and early 1970s. Congressional investigations have disclosed that "watch list" targets included members of the anti-war movement, and that communications from journalists in southeast Asia were intercepted.

nam in 1966 and 1967, and in North Korea in 1972.

In letters filed with the court, the NSA said that any records on Salisbury were developed during its lawful acquisition of foreign intelligence and did not result from an investigation of Salisbury or the *New York Times*.

The agency maintained that the information requested by Salisbury is classified and would reveal intelligence sources and methods.

## Liddy says he offered to kill columnist

G. Gordon Liddy, who was a member of the White House "plumbers" group and who served almost five years in jail for his Watergate crimes, says in his new book that he plotted to kill syndicated columnist Jack Anderson.

In the book, titled "Will," which is excerpted this week in *Time* magazine, Liddy tells how he, another Watergate figure E. Howard Hunt, and an unidentified Central Intelligence Agency "operative" discussed the murder plot over lunch.

The discussion arose after Anderson published a column that reportedly compromised a U.S. agent abroad.

Liddy said, among other suggestions, that he volunteered to kill Anderson on a Washington street, but Hunt later advised him to "forget" about it.

# Student editors punished for editorial viewpoint

By John Consoli

The president of the campus chapter of the Society of Professional Journalists/Sigma Delta Chi and two former editors of the student newspaper have lost their scholarships in the latest round of battles over press censorship at Baylor University in Waco, Texas.

Sheri Sellmeyer, campus chapter president of SDX and a Dean's List student, was recently informed that she will not receive a scholarship for the coming school year because she sided with student editors in a recent battle with the university president over the student newspaper's editorial policy.

Also losing scholarships were juniors Jeffrey Barton and Cyndy Slovak, former editor-in-chief and news editor respectively for the student newspaper, the *Lariat*.

The controversy, a bitter one which has also led to the resignation of two journalism professors, began on January 31, when Baylor University President Abner McCall was quoted as saying he would discipline any Baylor co-ed who posed for *Playboy* magazine. *Playboy* was on campus at the time, preparing to photograph candidates for next September's feature on "Girls of the Southwest Conference."

On February 19, the *Lariat* published a signed editorial stating that students should be permitted to decide for themselves whether to pose for the magazine.

McCall responded by stating the *Lariat* may not "espouse a position contrary to the Christian nature and purposes of the University."

*Lariat* editors put together a second editorial in response to McCall and clashed with the paper's faculty advisor Ralph Strother over some of the wording in the editorial.

At this point, two versions of the subsequent events emerge.

According to Loyal Gould, head of the journalism department, the students failed to follow university guidelines that pertain to editorials. According to associate journalism professor Dr. Donald Williams (one of two professors who resigned to protest the reprimanding of the student editors), no such guidelines existed until after the first editorial, denouncing McCall, appeared.

"The university has a set of guidelines that apply to editorials," Gould said. "They've been on the books for years." He said the guidelines state that editorials: "shall not be written that advocate pornography, pre-marital sex, homosexuality, atheism, the use of narcotics or the use of alcohol."

"Those guidelines did not exist until after the first editorial ran, except maybe in the mind of Abner McCall," said Williams. "Loyal Gould is absolutely wrong if he said a set of guidelines existed before the first editorial ran. There were a few rules that were understood by all of us, but they applied to advertising, not editorial."

Williams also stated that the editorials were signed and that in the masthead of the editorial page is a disclaimer freeing the university of responsibility. It states: "Editorials reflect the opinions of the authors and not necessarily of the students or administration."

Gould said that McCall, as president of the private university, is also publisher of the student newspaper. He said as publisher, McCall has the right to determine editorial policy.

"The fact that a person has a legal right to do something doesn't mean he has a moral right to do it," Williams countered. "There is a different situation here. Since McCall is the chief news source, he is the one being written about (in the editorials), he has no moral right to suppress what is being written about him."

"No president of a university," Williams continued, "has the right to insult and punish students for doing what they have been taught to do and what they believe is right."

Williams added, "I don't like *Playboy* magazine a bit. I agreed with President McCall that the students shouldn't pose for it. I did not agree with everything the students said in their editorials, but that is not the point. Do you fire people because they disagree with you?"

Gould said Strother warned the students that they had violated the guidelines and told them what the consequences would be if they persisted in their position.

The three editors Barton, Slovak and senior Barry Kolar, were upset when Strother deleted some words from their second editorial and threatened to resign. They later reconsidered.

Strother took the matter to the university's Board of Publications (which consists of 5 appointed faculty members from the university as a whole and 6 students elected from the student body as a whole) and called for their removal.

Barton appeared before the board, as did Strother. The board, after discussing the matter in closed session, announced it had unanimously decided to dismiss the three editors.

Three new editors were appointed, but 18 of the paper's 32 staff members quit. There were two student demonstrations

to protest the dismissals and both associate professor Williams and associate professor Dennis Hale resigned.

When Williams submitted his resignation, effective the end of the spring semester, to protest the dismissal of the student editors, he was told by the university to leave immediately.

Dan Sheridan of *Playboy* magazine said the issue has risen beyond the level of whether students should be permitted to pose in the magazine.

"Professor Williams is the epitome of a gentleman," Sheridan said. "The university told him to pack his bags immediately. Their actions are vindictive and petty."

Since Kolar is a senior, he was spared from losing any scholarship money, Sheridan said. He believes that Sellmeyer lost her scholarship because the university could take no action against Kolar.

Gould said the three students were told they would not receive scholarships next year because a major contributor to the scholarship fund (who provides 20% of all journalism scholarship money) withdrew funding due to the position taken by the student editors in their editorials.

"It was felt that as an institution with limited scholarship resources, we were not obliged to help subsidize the education of students who had publicly expressed contempt of the university, when many other students, not involved in the dispute, either had to have scholarships reduced or had to go without scholarships because of the 20% reduction in scholarship money," Gould said.

Williams said he would like to know who the unidentified person is who withdrew the scholarship funding. "Could the reason the person withdrew the money be because of the position taken by the administration against the student editors?" he asked.

In Sellmeyer's case, although she was not one of the editors on the *Lariat* who was directly involved in editorial battle, Gould said she had acted irresponsibly as the head of the campus chapter of SDX.

"Sellmeyer, as president of the student chapter of SDX, without taking a chapter vote, authorized Barton, Slovak and others to visit area Texas high schools to discuss the topic of press censorship at Baylor," Gould contended.

"The three students went out under the auspices of SDX when the entire chapter hadn't given its ok," Gould charged.

"In addition," Gould added, "the leadership of the student chapter of SDX cancelled our annual high school press day program after invitations had been sent out."

"What the SDX chapter does is absolutely none of Loyal Gould's business," Williams said. "I spoke to Sheri  
(Continued on page 38)

EDITOR & PUBLISHER for April 19, 1980

**USE THIS  
HANDY ORDER CARD**  
for your own  
personal subscription  
to  
**Editor &  
Publisher**  
...the ONLY complete in-depth weekly  
source of news and information  
about newspapers.

Please send me EDITOR & PUBLISHER, the weekly news magazine of the newspaper community as checked:

- \*  ONE YEAR - 52 issues - \$25.00
- TWO YEARS - 104 issues - \$46.00 (you save \$4.00)
- THREE YEARS - 156 issues - \$68.00 (you save \$7.00)

Name \_\_\_\_\_

Company \_\_\_\_\_ Position \_\_\_\_\_

Nature of Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

- Home address  Office address
  - Bill me  Bill my company  Payment enclosed
- \*U.S. and Canada only. All other countries \$40 a year.  
New York State residents add applicable sales tax.

**Every Week EDITOR & PUBLISHER brings you ...**

- ★ **Current news of the newspaper industry**
- ★ **Informative features on newspaper publishing and advertising.**
- ★ **Complete coverage of editorial, advertising and business departments.**
- ★ **PLUS: News of syndicates, equipment and related fields.**

**\$25.00 a year... for 52 information-packed issues**



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

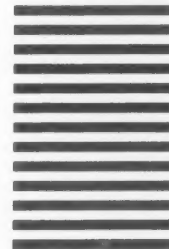
**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 20 NEW YORK, N.Y.

*Postage will be paid by*

**Editor & Publisher**

Circulation Department  
575 Lexington Avenue  
New York, N.Y. 10022



# Voters to decide fate of Calif. shield law

By M.L. Stein

In California's June 3 election, most general attention is focused on Proposition 9, Howard Jarvis' measure to cut state income taxes in half.

But the media community's special concern is Proposition 5 which, if approved by voters, will place in the State Constitution the exact wording of California's 45-year-old Shield Law. The effect will be to bar state courts from invalidating the Shield Law based on the argument of separation of powers.

If Proposition 5 is passed, it is believed that California will be the first state to have its Shield Law as part of its Constitution. Twenty-five states currently have Shield Laws. There is no Federal Shield Law.

If the measure passes, reporters seeking protection from a judge's contempt order no longer will have to depend on the privileges granted only by the legislature. The power will be found in the document creating the courts.

Since 1935, the State's Shield Law has been strengthened in various ways, making it what some believe to be the strongest such statute in the Nation. But Proposition 5 supporters, including the California Newspaper Publishers Association, point out that it still fails to protect reporters who had been the subject of subpoenas to elicit their sources of unpublished information.

They note that Bill Farr, now of the *Los Angeles Times*, went to jail for civil contempt after refusing to reveal the names of attorneys from whom he had received information during the Charles Manson gang criminal trial. Farr, then a reporter for the *Los Angeles Herald Examiner*, was held in violation of the court's order concerning publicity.

Nor, say Proposition 5 proponents, was the Shield Law of any help in a 1975 Fresno case involving an investigation of how the press obtained a sealed grand jury transcript. And, they add, it was of no use in *Zurcher vs. the Stanford Daily*. In the latter case, the U.S. Supreme Court ruled in 1978 that search warrants could be used by police to obtain information fought to be protected by the Shield Law. The court held that neither the First nor the Fourteenth Amendment was violated by a search of the daily's premises.

More recently, the State Court of Appeal upheld a contempt citation against John Hammarley, former *Sacramento Union* reporter, who refused to surrender tapes and notes of an interview with a key witness in a murder case.

"In view of these setbacks for the EDITOR & PUBLISHER for April 19, 1980

press, we see no other way to go except through Proposition 5," Robert Weed, publisher of the *Orange Coast Daily Pilot* in Costa Mesa, told EDITOR & PUBLISHER.

A similar view was offered by Harvey McGee, editor and publisher of the *Sonoma Union Democrat*, and chairman of CNPA's governmental affairs committee, which has come out strongly for passage.

"Proposition 5 is the result of a serious conflict in this State between the Press and the Judiciary," he declared. "It can't seem to be resolved in any other way."

A spokesman for the *Los Angeles Times*, which is supporting Proposition 5, noted that it won a Pulitzer for its coverage of the Watts riots and their aftermath in 1966.

"That story would have been impossible without anonymous sources," the *Times* spokesman said. "The people interviewed included teachers, policemen, looters, judges and others whose jobs, wellbeing and freedom would have been in jeopardy had they been identified by name. Only the certainty that the *Times* reporters' could not be compelled to reveal their identity gave them the confidence to speak to those reporters."

David Halvorsen, managing editor of the *San Francisco Examiner* and chairman of the California Freedom of Information committee, said he has "mixed emotions" about 5, even though the committee has given the measure its unanimous blessing.

"I'm not comfortable with the idea that the media is accountable to no one, but on the other hand there seems to be a strong trend to disarm the First Amendment," he noted. "If this seems to be the only remedy, so be it. That's the way we'll go."

Halvorsen, however, said he did not agree with some journalists who believe that "a defeat of Proposition 5 will be the death of the First Amendment. I think the First Amendment will be alive and well even if 5 loses."

The measure, which came to be known as Proposition 5, was first introduced in the California Assembly in 1976. Two years later, it passed both the Assembly and Senate but by narrow margins.

Opponents to the inclusion of the Shield Law into the State Constitution have argued that news reporters will be able to hide behind the law when they themselves are involved in criminal activity.

Michael Dorais, CNPA's general manager and general counsel, pointed out that "the Shield Law specifically pro-

tects sources and information. It does not protect a reporter who was accused of criminal activity. The burden is on the newsperson claiming immunity under the Shield Law to show that the request may tend to reveal a protected source of information."

To another complaint that Proposition 5 will permit journalists to refuse to hand over to the authorities tangible pieces of evidence such as a gun or knife, Dorais said the current Shield Law protects only "information," not tangible evidence.

Perhaps the major argument against the ballot measure is that the First Amendment protects the very things covered by the Shield Law.

"In reality it does not," Dorais said. "In 1970, the U.S. Supreme Court held in *Branzburg vs. Hayes* that newspaper reporters have no greater right than any other citizen to withhold evidence of a crime from a legitimate grand jury investigation."

In that case, a reporter had seen two juveniles making hashish and had promised not to reveal their identities. "The First Amendment is only as strong as the collective judgement of the U.S. Supreme Court," Dorais said. "A court can and has greatly reduced the protections that many view as inherent in the First Amendment."

To date, California newspapers have published very few pro Proposition 5 editorials but this is expected to change in May.

"Right now, we are concentrating on purely local issues on the ballot but we plan to come out strong for Proposition 5," Weed said. He added that he expects other newspapers to do the same.

McGee said the *Union Democrat* will soon start beating the drums for passage.

"All the state's newspapers had better run with this thing," he warned. "We've got a lot at stake here."

Dorais said CNPA is taking a low key approach to Prop. 5.

"We'll send out some background material to our members but we plan no big advertising campaign," he explained.

"We don't want to give the impression that there is anything controversial about this initiative. As far as we can determine, there is no organized opposition to it and we want to keep it that way."

However, the Sacramento Valley Chapter of the Society of Professional Journalists, SDX, will promote the measure statewide with newspaper ads, and tv and radio spots in the final two weeks of May, according to chapter president Marty Weybert.

Weybert, who is also administrative assistant to his father Fred Weybert, publisher, *Lodi News-Sentinel*, said the chapter has registered with the Fair Campaign Practices Committee.

He added that the chapter will try to persuade the media to run the ads as political contributions.

# Judge finds Gannett guilty of fraud in sale of daily

A federal judge in Hartford, Conn. has found Gannett Company guilty of fraud for giving inflated circulation figures in the 1973 sale of the *Hartford Times* to the Register Publishing Co., publisher of the *New Haven Register* and the *New Haven Journal-Carrier*.

Judge Jon O. Newman assessed Register Publishing's damages against Gannett at \$966,450.

Register Publishing had acquired majority ownership of the *Times*' stock for \$7 million plus the value of net quick assets. The company stopped its payments to Gannett after discovering the *Times*' circulation figures had been overstated and tried to renegotiate the terms of the sale.

The fraud involved the creation by the *Times* of a fictitious company, Metropolitan Survey Co., which conducted a fake readership survey.

In April, 1974, Gannett filed a suit claiming the Register Publishing Co. owed it \$1.3 million for the net quick assets of the *Times*.

Register Publishing responded with its own suit against Gannett claiming it lost \$15 million in business from the deception. The company folded that *Hartford Times* in October 1976.

Judge Newman ruled that Register Publishing owed Gannett \$823,956 in withheld payments and ordered Gannett to pay the other company the balance of the \$966,450 in damages.

Allen H. Neuharth, president and chairman of Gannett Company, said in a prepared statement he considered the court's verdict "to be fair."

"From the beginning we acknowledged that some circulation figures had been unintentionally misstated by the *Hartford Times*, but that any damages as a result were minor," Neuharth's statement read. "We are pleased that the judge has concurred and has awarded nominal and reasonable amounts to settle the claims of both parties."

Lionel S. Jackson Jr., senior vice-president of Register Publishing, issued a statement on behalf of his company after the verdict.

"It is striking news and worth consideration by all in the newspaper industry that a media conglomerate such as Gannett has been found guilty of fraud," Jackson said. "Mr. Neuharth apparently takes some satisfaction from the fact that the court set damages at \$1 million rather than \$15 million. His callous attitude toward Judge Newman's finding of fraud says as much about Gannett's integrity as the court's opinion which we invite all the public to read."

Lionel S. Jackson Sr., president of

Register Publishing, further commented to E&P on the verdict, "I don't think the court took into account the consequences of the fraud. It just considered the amount of the fraud to determine the damages."

Jackson said Register Publishing plans to appeal the court's ruling.

## Savanuck Award won by Sp5 Mike Lindsey

The Department of the Army announced that it presented the Paul D. Savanuck Award for excellence in journalism to Specialist 5 Michael N. Lindsey, assigned to the *European Stars & Stripes*, Darmstadt, West Germany.

The award, which is the Army's highest award for journalism, was presented to Lindsey of Boston, Mass., by Dr. Robert H. Spiro Jr., Under Secretary of the Army.

The Paul D. Savanuck Award, presented to the first place winner in the Department of the Army journalist of the year competition, is based on total writing skills. The award is named in honor of Staff Sergeant Paul D. Savanuck of Baltimore, Md., who was killed in combat in Vietnam in April 1969, while assigned to the *Pacific Stars & Stripes*.

Judges for the 1979 competition were Michael Pakenham, from the *Philadelphia Enquirer*; Marcia Kramer, political writer for the *New York Daily News* and Professor Donald Shaw, professor of Journalism, University of North Carolina.

Lindsey earned this top honor while assigned to the staff of *Ironsides*, 1st Armored Division, Ansbach, Germany.

Lindsey also won a first place writing award in the Army's Keith L. Ware competition. The Keith L. Ware awards honor a former Army Chief of Information who was killed in Vietnam in 1968 while commanding the 1st Infantry Division. This is the first time one soldier has won both the Journalist of the Year title and the Ware award for writing.

## Greenville SC daily plans direct printing

*Greenville (S.C.) News-Piedmont* will convert to direct printing with photopolymer Napplates this summer.

The newspaper has purchased two NAPP exposure units and two NAPP Satellite plate processors. The two processors have a combined capacity of up to 180 direct plates per hour.

## Japan's top business daily to print in NY

The Nihon Keizai Shimbun, Inc., publisher of the *Japan Economic Journal*, announced that it will start printing the *Japan Economic Journal* in New York, N.Y., from June 3, 1980 issue, with the aim of improving its editorial and advertising content and expanding circulation in the U.S. market.

This will be the first time for any Japanese English language newspaper to be printed in the U.S. As a result of this decision, The *Japan Economic Journal* will be able to reduce the annual U.S. subscription fee from the present rate of \$94 to \$81, thanks to the elimination of airmail charges.

With a total daily circulation of about 1.8 million (morning edition), the *Nihon Keizai Shimbun* is Japan's most authoritative business and economic newspaper, and has been a dominant force for more than 10 years. It is widely regarded as the *Wall Street Journal* of Japan.

In addition to the *Japan Economic Journal* and the *Nihon Keizai Shimbun*, NIKKEI publishes the *Nikkei Sangyo Shimbun* (industrial daily), *Nikkei Ryutsu Shimbun* (twice weekly general marketing publication), magazines, books, newsletters and provides economic electronic data services, etc.

NIKKEI'S subsidiaries include Nikkei-McGraw-Hill, Nikkei International, Tokyo Channel 12 tv and Quotation Information Center, establishing its Total Economic Information System in Japan.

## AP sports editors pick best sections

The *Fort Myers (Fla.) News-Press* was named (April 2) as the best daily newspaper sports section in the nation for papers under 75,000 circulation in the 1980 Associated Press Sports Editors contest.

The *News-Press* was rated No. 1 in the "Best Daily Section" category. The *Painesville (Ohio) Telegraph* was second and the *Columbia (Mo.) Daily Tribune* was third.

*News-Press* sports writer Jay Lawrence placed third in the "Best Investigative Reporting" category for papers under 75,000. Lawrence was honored for his four-part series on football injuries. The *St. Petersburg Independent* placed first for its leisure service series. The *LaCrosse (Wisc.) Tribune* was second for its series on women's athletics.

The *News-Press* sports staff consists of: sports editor John Gibson, Assistant Sports Editor Steve Moore, Lawrence, Joe Arace, Kevin Blowers, Michele Himmelberg, Mark Leary, Chris Worthington, Bill Miller and Bill McKeown.

Winners will be honored at the annual Associated Press Sports Editors convention in Washington, D.C. June 3-6.

EDITOR & PUBLISHER for April 19, 1980

## Equipment

# Two camera rooms moved by Newsday

On Sunday, October 7, 1979, *Newsday* put the final touches on a move from its outgrown former facilities in Garden City, New York, to a new 330,000-square-foot plant in Melville, New York, about 12 miles east of Garden City in Suffolk County. The move permitted the Long Island daily to expand and update its entire operation, and to effect a change from letterpress to offset printing.

One of the most critical aspects of the move, according to Richard Taylor, camera room foreman, involved moving the paper's two complete camera rooms, including four process cameras, from Garden City to Melville. Because the paper publishes seven days a week, time was of the essence.

*Newsday* is Long Island's largest newspaper and the eleventh largest newspaper in the United States, with a combined circulation of more than 500,000. The paper ranks fourth among daily newspapers published in the evening, with three separate editions serving Nassau and Suffolk Counties on Long Island, and Queens in New York City.

The paper began publishing in a garage in Hempstead, New York, in 1940 and moved to Garden City in 1949. A Sunday edition was added in 1972. The paper's circulation averaged 30,000 during its first years.

Some of the factors entering into *Newsday's* decision to move were inadequate space in the then existing Garden City and Ronkonkoma facilities, a desire to consolidate the two facilities and the need for expansion and modernization of the entire operation. The decision to switch from letterpress to offset was made as early as 1976, mainly for economic reasons. Shorter press cut-offs, improved printing quality and the ability to greatly increase color usage and overall quality were a few of the reasons cited.

Ground was broken for the new Melville plant on June 2, 1977. A little over two years later 40 units of new Goss Metro offset presses, two Western Litho platemaking systems, four EOCOM laser platemaking systems, a Mergenthaler 606 phototypesetter, new mailroom equipment and a host of other equipment had been installed at the new site.

The first Goss Metro units were installed and ready for production use in March, 1979. At that time *Newsday* began printing the Suffolk edition in Melville, keeping the letterpress equipment operational in Garden City to print the Nassau and Queens editions. The let-

terpress equipment was shut down just prior to the camera room moves, and the paper began full production using its offset presses in Melville in September.

During the weekends of September 29-30 and October 6-7, the process cameras, camera room equipment, the business computers and computer type-

setting equipment were transferred from Garden City to Melville in what proved to be the most critical aspect of the entire move. Moving the cameras presented the more difficult problem because of their size and weight.

*Newsday* has two complete camera departments, and uses four Chemco roll-film cameras to handle all daily production requirements. These include two Spartan III cameras for all advertising, halftone and velox work, and two News-Pager I cameras for the paging work. Other equipment in the darkrooms include two Pakoquick processors used

*(Continued on page 22)*



Steve Chan, Chemco equipment serviceman, makes some final adjustments on one of *Newsday's* four process roll-film cameras during the paper's recent move from Garden City to Melville, New York.

Chemco equipment and technical servicemen worked around-the-clock to transfer the paper's two complete camera rooms, including all four process cameras, to insure that *Newsday* maintained its production schedule without missing an issue.

# Ethnic beat covered on full time basis

By Ralph Olive

Alice Anne Conner covers ethnic Milwaukee.

It is a relatively new assignment at the *Milwaukee Journal*. Conner started the new beat in September of 1976. When Conner joined the Journal staff in July of that year, she was assigned to the Federal Building, but that didn't last long.

Journal editors had decided to devote more space to covering ethnic groups. Not that this area had been ignored, but ethnic coverage was not organized or systematic. Conner took the job. For a few months she sandwiched it between other assignments, but then both she and the editors realized ethnic coverage needed to be a full responsibility.

Many people, including some Milwaukeeans, think of the city as being made up largely of people of German and Polish descent. There certainly are numerous representatives of those groups, but Milwaukee has a variety of other cultures. The city has between 50 and 60 organized ethnic groups. That includes subgroups from the same country. For example, there are five or six German groups, plus at least one for Austrians. And there are some recently formed Russian-Jewish organizations.

When Conner started, she had a lot of organizing to do. How do you cover such a diverse field?

Conner got tips from other Journal

staff members, and gradually met people connected with ethnic organizations. Then, as her stories and columns began to appear, people contacted her. Now her file of news sources is bulging, and hardly a day goes by that a name or two isn't added.

Conner writes a weekly column, "On Ethnic Milwaukee." She also does features and straight news.

"There are a lot of stories out there," Conner said.

She has found ethnic Milwaukee eager for coverage.

"They were very willing to cooperate," Conner said. "They were starved for attention."

Her coverage generates a lot of response, far more than reporters normally have from such beats as city hall or courthouse. She receives 10 to 25 letters a week from readers. Some criticize, some praise; others just want to offer a comment or suggestion. And her telephone rings frequently. This interest is reflected by a recent Journal survey showing a 59% readership for ethnic news.

Although Conner pays close attention to Milwaukee, she also covers other parts of Wisconsin, particularly communities with large ethnic populations. She has made two reporting trips to Europe: Poland in 1978 and Germany in 1979.

Conner writes about a variety of subjects. One column discussed a plan to designate an area on the south side of

Milwaukee as Kashubes Park. The Kashubes came from coastal towns near a peninsula on the northern coast of Poland, along the Baltic Sea.

A good example of a controversial straight news story was her coverage of a protest from the Polish community when the University of Wisconsin—Milwaukee, in a budget cutting move, eliminated a course in the Polish language.

One of her fringe benefits is attendance at a variety of ethnic picnics and festivals in the summer. But there is a price to pay.

"I have to diet all winter," Conner said.

Conner believes she is one of the few full time ethnic reporters in the United States. She thinks newspapers in communities with large ethnic populations could benefit by assigning a reporter to cover them.

## Camera rooms

(Continued from page 21)

with the News-Pagers, two 24-inch Pakolith processors used with the Spartan III's and a Pakoquick processor for rapid access and velox work.

Because the maintenance of production schedules was crucial, representatives from Chemco were commissioned to assist with the camera room transfer operation. They worked closely with Taylor, who supervised the entire operation for Newsday.

Chemco made the arrangements for trucking the equipment from Garden City to Melville. The Newsday camera room staff put in extra hours during the week preceding the move to prepare much of the Sunday, September 30, edition in advance. Then, at 5:00 AM on Saturday morning, September 29, manager John Chant and five Chemco equipment service technicians began the around-the-clock move of Newsday's first camera room, disassembling the News-Pager cameras and processing equipment in Garden City, loading it on the trucks and then reassembling the entire darkroom and the cameras at their new location.

The crew moved each News-Pager with its associated equipment separately, so that paging work for Sunday's paper could continue on one News-Pager while the other was being moved. When the first camera was completely functional in Melville and its performance verified, the crew returned to Garden City and went through the entire process again for the second News-Pager and its equipment. Both cameras and equipment had to be fully operational by Sunday night.

After Chemco's equipment service technicians had reassembled the cameras and performed check-out procedures, a team of six Chemco technical service representatives verified that each camera was fully operational.

EDITOR & PUBLISHER for April 19, 1980



Alice Anne Conner, (left) ethnic reporter for the *Milwaukee Journal*, interviewed Dr. Tran Thi Dieu in the doctor's dental office on Milwaukee's South Side. Dr. Tran came to Milwaukee from Vietnam and established her own dental practice. (Photo by Ralph Olive)



# Point it to a star, Bounce it back to earth



The Press may now fulfill  
Mankind's hope that  
A day may come when the  
Human mind could be  
Made free.

Clear and bright  
High above  
New satellites are borne.  
And all the creative forces of  
Journalism are now made  
Free — to bring Truth and  
Understanding to a  
Waiting World.

*November 17, 1979 a most significant ruling  
made it possible for "receive only" dishes  
to receive messages without restriction.*

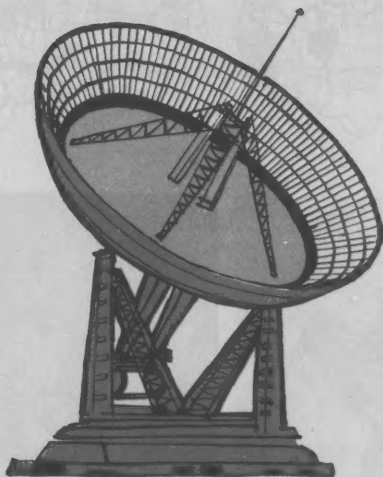
*Proclaim liberty through all the  
land unto all the inhabitants thereof  
(Lev.25;10)*

## Scripps League Newspapers



Eagle Hill - SR1, Box 16B, Charlottesville, Virginia 22901

San Mateo, California, 400 El Camino Real  
Washington, D.C., 1395 National Press Building  
Santa Barbara, California, 1236 Coast Village Road  
Spokane, Washington, West 601 Main Street



Flagstaff (Ariz.) *Arizona Daily Sun*  
Banning (Calif.) *Record-Gazette*  
Hanford (Calif.) *The Sentinel*  
Napa (Calif.) *The Register*  
Novato (Calif.) *Advance*  
Petaluma (Calif.) *Argus-Courier*  
Rohnert Park-Cotati (Calif.) *Clarion*  
Santa Maria (Calif.) *Times*

Santa Paula (Calif.) *Chronicle*  
Teft (Calif.) *Midway Driller*  
Wasco (Calif.) *News*  
Manchester (Conn.) *Herald*  
Crestview (Fla.) *Okaloosa News Journal*  
Niceville (Fla.) *Bayou Times*  
Honolulu (Hawaii) *Beach Press*  
Lihue, Kauai (Hawaii) *The Garden Island*

DeKalb (Ill.) *Daily Chronicle*  
Georgetown (Ky.) *News and Times*  
Paris (Ky.) *Daily Enterprise*  
Hazard (Ky.) *Herald Voice*  
Haverhill (Mass.) *Gazette*  
Flat River (Mo.) *The Daily Journal*  
Hamilton (Mont.) *Ravalli Republic*  
Coos Bay (Ore.) *The World*

Oregon City (Ore.) *Enterprise-Courier*  
The Dalles (Ore.) *Chronicle*  
Lawistown (Pa.) *The Sentinel*  
Mifflin County (Pa.) *Observer*  
Provo (Utah) *The Daily Herald*  
Newport (Vt.) *Express*  
Pullman (Wash.) *Herald*  
Rhinelander (Wis.) *Daily News*

Represented Nationally by Newspaper Advertising Service Company

# GET TO KNOW

You make the big decisions for your newspaper. It's up to you to give the go-ahead on everything your publication is involved in whether it's TV service by wire... TV booklets...color comics sections...public ser-

vice campaigns...or new features.

The best way to get the most for your money is to use a newspaper service organization that will take care of all your needs.

That's where we come in!



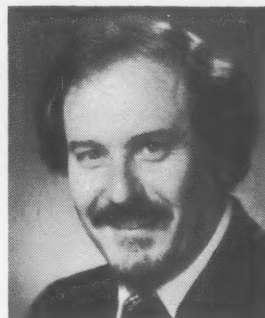
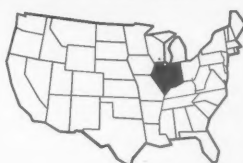
**Keith Anderson**  
212-557-2333



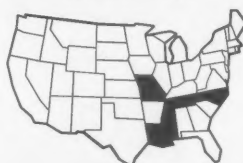
**Irwin Breslauer**  
212-557-2333



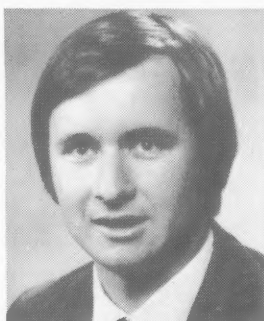
**Brad Bushell**  
312-359-1960



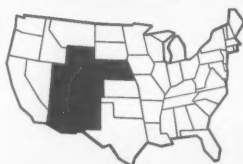
**Tom Counce**  
601-287-7468



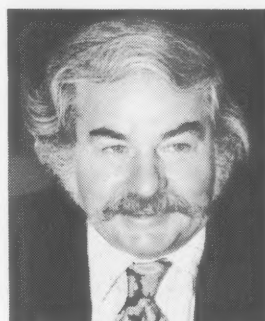
**John Gardner**  
817-429-9775



**Richard Heimlich**  
303-599-4657



**Bob McEwen**  
813-596-2360



**John Minch**  
212-557-2333



# UME BETTER.

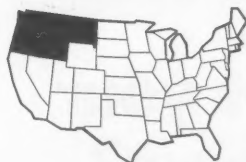
We're UNITED MEDIA ENTERPRISES, better known as United Feature Syndicate and Newspaper Enterprise Association. Together (and individually) we're providing newspapers all over the country with a comprehensive selection of features and services designed to

help newspapers attract and keep readers.

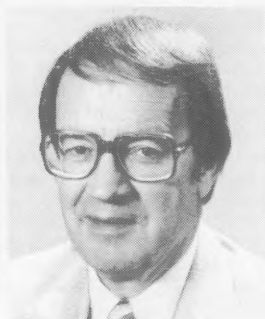
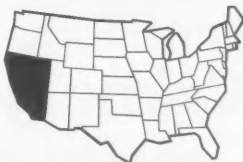
The 13 people you see here are the UME sales force. One of them will be calling on you soon to tell you personally what we can do for you and your newspaper.



**Jacquelyn Parsons**  
206-888-3940



**Ken Reiley**  
714-427-6696



**John Swagger**  
703-591-7274



**Jim Toler**  
401-433-2225



**Jim Weiss**  
216-932-0208



## UNITED MEDIA ENTERPRISES

United Feature Syndicate • Newspaper Enterprise Association  
The World Almanac • TV Data

200 Park Avenue, New York, N.Y. 10017 (212) 557-2333.

## 46% of ABC dailies publish free papers

A survey of Audit Bureau of Circulations' member daily newspapers reveals that 46.5% use some form of unpaid supplemental coverage to boost market penetration.

The survey, detailed in an ABC "White Paper" now being circulated among its members, also shows that the largest use of free circulation publications by daily newspapers is through a separate publication containing news and advertising. And the survey indicates that of the 53.4% of ABC member daily newspapers which do not currently use unpaid supplemental coverage, 25% plan to introduce such strategies this year.

The white paper, which was originally written for the ABC Board, was also submitted to the International Newspaper Advertising Executives board for its review. The INAE board supports an extension of ABC services to unpaid circulation publications for members which request such audits.

According to a similar survey of ABC member weekly newspapers, 32.6% currently use unpaid circulation publications to supplement their market coverage while 67.3% do not use such market penetration vehicles.

Almost 3/4 of ABC member dailies responded to the study as did some % of ABC member weeklies.

The white paper represents no change in ABC policy concerning audits of unpaid publications, however, the ABC has been seeking comment from members. The ABC board has assured its membership that no formal actions on the proposed extension of services will be made before it consults with the newspaper membership division.

## National ad revenues up in shoppers

National advertising revenues in free-circulation papers increased an average of 20% in 1979, according to a survey of the board of 30 directors of the National Association of Advertising Publishers. NAAP President Roger Miller also said the board members projected a 16% increase for 1980.

In addition, the publishers' survey revealed: a 15% increase in co-op advertising revenues; a 21% increase in local advertising; a 24% increase in grocery and supermarket advertising; a 20% increase in real estate and new car advertising; a 12% increase in department store advertising; slight increases in financial/banking, appliance/household goods, discount stores, ready-to-wear, home

furnishings, entertainment and food service advertising; and a 28% increase in the average size of display advertisements.

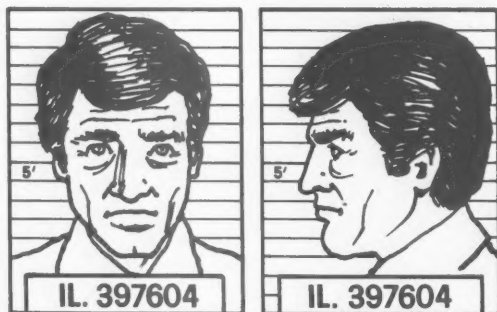
NAAP represents 550 publishers of more than 1,100 free-circulation papers reaching 52.5 million people in 17 million households.

Of those polled, 53% said that paid circulation newspapers were their key competition, while 26% listed other free-circulation papers and 21% said radio.

"Faced with increasing operating costs on all fronts, advertisers and publishers have had to make adjustments. Advertisers are taking a closer look at where their advertising dollars go and publishers are tightening their belts," Miller added.

The energy crisis and economic uncertainty have affected the publishing industry like other industries. According to the survey, publishers have made personnel cuts; begun using smaller, more efficient cars; utilized designated sales territories; lowered thermostats, and increased advertising rates. The cost of photographic film, newsprint, labor, supplies, and postage nearly doubled in 1979, according to Miller.

Seventy-five percent of the publishers said that they would not change their method of distribution in 1980. However 25% did anticipate more alternate distribution systems to deliver magazines and product samples.



## Crime got your town down?

State Farm has a "how to stop it" kit that more than 1,500 communities have used in local crime prevention programs. It could help your town get such a program started... or it may give you ideas for a story or two on the subject. For a free Crime-fighter kit, call us at 309-662-2845 or write to:



Media Information Service  
Public Relations Department  
State Farm Insurance Companies  
One State Farm Plaza  
Bloomington, IL 61701

“For a distinguished example  
of meritorious public service”

# The Pulitzer Prize Gold Medal

To the Gannett News Service

John M. Hanchette, Carlton A. Sherwood, William F. Schmick  
earned this prestigious recognition of their peers for  
“The Pauline Fathers, the Shrine that Troubled Rome”  
and won the twelfth Pulitzer Prize to be awarded  
to members of the Gannett Group.



**GANNETT**

A WORLD OF DIFFERENT VOICES  
WHERE FREEDOM SPEAKS

## Adman endorses fixed-size ads

By Bill Gloede

Klaus F. Schmidt, vicepresident and director of creative support for Young & Rubicam, has issued a resounding endorsement of a fixed-size newspaper ad system now in its developmental stages in the ANPA Production Management Committee.

Speaking before an Association of National Advertisers workshop on advertising financial planning, Schmidt called a fixed-size ad system "the only sane and cost-effective solution to newspaper

format problems." He urged advertisers to "emphasize the necessity for such a system in your dealings with newspaper reps and space salesmen."

Recapping the technological revolution in the newspaper industry in the past decade, Schmidt said, "The switch to offset or photopolymer letterpress printing in conjunction with the ubiquitous adaptation of computerized phototypesetting in the early 1970's created a technical upheaval within the newspaper industry. Extensive format changes were implemented, unfortunately without any

noticeable effort to standardize formats for the benefit of national or regional advertisers."

Schmidt continued, "U.S. dailies went in all directions regarding advertising formats. 6, 7, 8 and 9 columns, with page widths from about 12½ inches to over 17 inches. Some papers made up and printed same size; others introduced—technically completely unnecessary—photographic shrinkage."

"Now there is a silver lining on the horizon: the Fixed-Size Newspaper Ad System, proposed simultaneously by the ANPA, INAE and AAAA," he said.

Although the proposal generated within the ANPA Production Management Committee is still being "fine-tuned" and has yet to take on formal proposal status, work is continuing with an eye toward getting such a proposal before the ANPA Board of Directors by the end of the year (E&P, Mar. 14).

Schmidt envisions a system utilizing perhaps 12 "logical, common sizes which are fixed in width and depth, designated by a number and measured in square inches, not lines. These ads would be billed as units, not in terms of lineage," said Schmidt.

He continued, "The ad material would be inserted, regardless of the newspaper format, without any repositioning or resizing by the paper—if the material would not fit into the normal column makeup of the paper, adjacent editorial columns would be adjusted."

The advantages of such a system, Schmidt said, would include an easing of makeup procedures for newspapers, which would be dealing with known sizes and would be relieved of pre-make-up work on ad material. For advertisers, Schmidt said, the advantages would be cost reductions, shorter response time, improved quality, easier media buying and simplified accounting.

In these times of high costs it's good to know...

# ACB's Checking Proof Service still costs less—

## costs less than doing it yourself!

ACB's Checking Proof Service is still a SAVINGS to PUBLISHERS—not an extra expense. (Some papers say it would cost them two to four times as much to do it themselves!)

The reasons? HIDDEN COSTS—all the people and paperwork complexities that add up to a lot more than just "tear sheets." No wonder virtually all U.S. dailies prefer the economy of ACB Checking Service. Consider...

ACB gives you not only lower cost, but a more complete service than any paper itself can provide. ACB checks and forwards every national ad in your paper, automatically, to the agency or advertiser.

(Certain local tearsheets are serviced, too.)

So ACB saves you overhead, time, energy and money—in record-keeping, collecting pages, handling requests, typing, mailing, postage, and all the detail of it.

ACB is able to do all this for you at lower cost because of our related services which have been developed and sold to manufacturers and agencies. Services such as Newspaper Advertising Research and Cooperative Advertising Audit Service—all of tremendous value to the newspaper industry.

It's good to remember that our old news is still the best news about the cost of checking proof service.

## You can't beat experience.



THE ADVERTISING  
CHECKING BUREAU, Inc.

Call your nearest ACB office.

NEW YORK: 2 Park Avenue, 10016; Phone 212/685-7300  
CHICAGO: 434 South Wabash Avenue, 60605; Phone 312/922-2841  
COLUMBUS, OHIO: 941 North High Street, 43201; Phone 614/294-4761  
MEMPHIS: 52 South Second Street, 38103; Phone 901/526-3281  
SAN FRANCISCO: 1453 Mission Street, 94103; Phone 415/552-6000

## Situation wanted ads offered free of charge

As part of their "People Helping People" program, the *Baltimore News American* has extended free advertising space to anyone seeking employment in the Baltimore area on a first come, first served basis.

Begun on March 2, each week, hundreds of 2-line "helping hand" ads are accepted, and each runs for approximately seven days in the classified section. Those wishing to place a free situation wanted ad have to fill out and return a coupon run daily in the newspaper. People can also pick up one of the return addressed mailer cards the *News American* has supplied to state employment agencies for distribution.

Maryann France is classified ad manager, *News American*.

# Why The Press is Free

"The publisher is not granted the privilege of independence simply to provide him with a more favored position in the community than is accorded to other citizens. He enjoys an explicitly defined independence because it is the only condition under which he can fulfill his role, which is to inform fully, fairly and comprehensively. The crux is not the publisher's 'freedom to print'; it is rather the citizen's 'right to know.'"

— Arthur Hayes Sulzberger,  
Newspaper Publisher



MORNING ADVOCATE    STATE  TIMES    SUNDAY ADVOCATE

525 LAFAYETTE STREET BATON ROUGE, LOUISIANA 70821.

© 1977 Capital City Press

# Newspapers choose strategic marketing

**In today's fast-changing business environment you need more from your newspaper representative than just national advertising sales.**

**Landon's across-the-board marketing approach works for its 8 million circulation in ALL revenue producing areas.**

The Nineteen Eighties will demand even more from you as a newspaper executive than the Seventies did. The challenges will be more difficult. They will come faster, and from all directions.

One company – Landon Associates – has built a newspaper marketing organization designed for this publishing environment. Landon is different: a flexible, adaptable organization you can count on for help across the entire marketing spectrum.

**Our clients not only get a unique, hard-hitting national sales team working for them out of 22 offices from coast to coast. . . they also get the problem-solving capabilities of the entire Landon newspaper marketing organization.**

Landon offices in regional trading centers parallel the distribution centers of the major

package good companies, giving Landon clients a special advantage. Landon is also the leader in network selling for newspapers, creating newspaper circulation patterns which match advertisers' needs. These are just two of the ways we put marketing concepts to work expanding newspaper budgets and making newspapers easier to buy.

Our uniform invoicing service for more than one hundred million lines of national advertising generates computerized information. This enables us to spot trends and problems quickly and take immediate action.

In 1972, Landon began building a retail sales organization to reach the chain store buying influences individual newspapers couldn't reach. Today we serve more than 100 papers.

Our specialists in Circulation, Classified and Marketing/Management Development are the best in their fields. Each has turned problems into profits for scores of newspapers.

**Landon's new Seminar Division will keep you up-to-the-minute on important trends like Alternate Delivery and Strategic Planning.**

If you think this professional approach to selling and marketing is worth pursuing, call Owen Landon at 212-867-1112. Or talk with us at ANPA.



# Landon for in the '80s!



**National Sales** Owen Landon, President - Directs the national sales effort and the specialist divisions into the cohesive force that makes Landon Associates, Inc. the representative of the future that's here today.



**West Coast Region Manager** - Jack Kent, also Chairman of the Executive Committee. Formerly president of the Ward-Griffith Co., his management and national sales expertise brings great strength to Landon's management team.



**New England Region Manager** - Arthur Wright, Senior V.P. Wide experience in national sales with strong New England background during Landon tenure.



**Central Region Manager** - George Shannon, Senior V.P. Midwest background and strong management experience as President of Shannon & Associates prior to joining Landon adds extra dimension to the Landon management team.



**Middle Atlantic Region Manager** - Robert Bair, V.P. Broad sales and marketing management background with special emphasis in the Middle Atlantic area during Landon tenure.



**Southern Region Manager** - Mel Freeman, V.P. In-depth national sales and management experience in the fast-growing southern region - headquartered in Atlanta.



**Development** Robert Leyburn, Executive V.P. - Broad management experience solving the problems of publishing and advertising sales. Heads new Landon Seminar Division treating communications concerns of newspaper industry.



**Retailing** Rodney P. Keeney, V.P. Retail Division - Serves more than 100 retail client newspapers... manages 8-retail specialists... experienced in over 150 markets coast-to-coast.



**Circulation** William G. Merritt - former ICMA President. Broad experience in distribution, sales, systems, promotion, circulation data processing with major metro dailies. Many say "the best in the business".



**Classified** William J. Ford - Classified Development Specialist with major metropolitan newspaper classified experience... brings creativity, systems and profit orientation into 37 areas of the classified dept.



**Marketing Management Consultant** Richard L. Hare - former Director of Advertising & Research for Gannett. Worked as problem solver with over 150 newspapers including counsel on marketing research.

- Experienced, yet different
- Meeting today's needs
- Planning to meet tomorrow's

## ABC ok's coupon verification plan

The Audit Bureau of Circulations board of directors has approved a proposal to establish a coupon verification service, which, if a group of selected advertisers, agencies and newspapers react favorably, could produce its first audit by the end of June.

The ABC Coupon Distribution Verification Service would be a self-financing, voluntary program under which ABC auditors would conduct a separate inspection of coupon distribution during regular ABC audits of participating newspapers. Participating publishers would be questioned in a publisher's statement on practices and procedures used in handling coupons. The ABC auditors would check existing conditions against the publisher's statement in an effort to target potential avenues of misredemption.

The ABC auditors would compile a coupon verification distribution report which would be available only to participating advertisers, agencies and newspapers.

In its early stages, the program would be available only to newspapers in the U.S. and Canada with 100,000 paid circulation or more. The cost of the service would be borne among participating advertisers, agencies and newspapers. The estimated half-million dollar a year service would receive 70% funding from coupon issuing advertisers, 20% from participating newspapers and 10% from participating advertising agencies.

Later on, if the proposed service proves successful, the ABC would expand the service to include smaller newspapers and ABC member magazines.

The new service, as opposed to existing coupon verification services, would operate on the theory of attacking the misredemption problem before misredemption can occur by monitoring coupon movement from the beginning distribution point. The service would check newspapers' procedures in storing and disposing of editions, inserts and supplements which contain ROP coupons.

The proposal was developed by an ABC special committee chaired by George Simko of Benton & Bowles Inc. and including Don Menser, *Peoria* (Ill.) *Journal Star*; John Kimball, *Detroit Free Press*; Roy Follett, *Des Moines Register-Tribune*; Thomas Sherrill, *Columbus Citizen-Journal*; William Jardine, *Minneapolis Star/Tribune*; Harry Woldt, *Chicago Tribune*; James Bustraan, *Atlanta Journal-Constitution*; Les Ness, Procter & Gamble; Joseph Duff, Bristol-Myers Co.; and Howard Kutz, Lee Baker and Alan Wolcott, all of the ABC.

**LANDON ASSOCIATES, INC.**  
750 Third Avenue, New York City 10017 / (212) 867-1112  
A Newspaper Marketing Company

## N.Y. typographers union seeks to reduce \$3.1 million debt

New York Typographical Union No. 6 president Bertram Powers is concerned about a \$3.15 million debt the union has "hanging over its head" and union execs are working on a proposal to eliminate it within the next two years.

The Typographical Union's contract with the city's newspapers expires in 1985 and Powers is concerned that if the debt remains unpaid by that time, "it would constitute a powerful incentive for some employers to attempt to escape from a union contract."

Another goal of Powers is to reduce the employer contribution to the Benefit and Productivity Fund.

Boasting that the New York typographers union receives the "highest wages and fringe benefits in the industry," Powers warned that the 16% employer contribution to the fund is "dangerously high."

"If we do not address ourselves to this problem, this employer benefit can change from a boon to a bane," he said.

The program to be proposed by union execs to the membership, according to Powers, "will eliminate the debt and establish a reserve in approximately 2 years, and afford needed relief by reducing the employer contribution by 3% at

that time."

The proposal must first be approved by the membership. Under the proposed program, the Fund will no longer make up for missed state unemployment insurance benefits such as waiting weeks. Also, members over age 68 will not receive Fund benefits. Members going in on rotation will average 80% of day scale benefit. These members will receive the regular union scale by the employer; the 80% will be achieved by benefit adjustments. There are also other provisions aimed at saving money to repay the debt.

The union incurred the large debt by paying unemployment benefits to members (whose state unemployment benefits had run out) and by paying retirement incentives and benefits to a large number of those unemployed.

In 1976 there were 650 union members unemployed and by January of 1980, the number jumped to 888. The number of members working full-time also decreased from 3,663 in January of 1976 to 2,229 in January of 1980, a reduction of 39%.

The union, in order to make the payments, borrowed a total of \$6.2 million and has repaid nearly half that total.

The current three-year contract period

of the Typographical Union's newspaper contract expires on March 30, 1981. Negotiations with the publishers on amendments to the contract covering the final three years (1981-1984) are expected to begin no later than October 15.

The Typographical Union currently has a 10-year automation contract with the *New York Times*, *News*, *Post* and the *Law Journal*. Under the terms of the agreement, periodic negotiations are held to amend the existing contract.

Should an agreement on the amendment of the contract not be reached and ratified by December 15, the union may elect to cancel the contract or it may elect to submit to arbitration any unresolved proposals for contract improvements.

The publishers may challenge the cost of living and wage increase provisions of the contract and the 3% productivity wage increase provision. The publishers would have to prove to the arbitration panel that an unforeseen economic or competitive change has occurred which has had a serious adverse effect.

Should neither party elect an option by the deadline, the contract will continue automatically until midnight March 30, 1984.

### Drop Sat. edition

*Newport (Vt.) Express*, citing rising cost of newsprint and supplies, has dropped its Saturday edition.

## YURI GAGARIN, ASTRONAUT?

### Of course not.

Gagarin was the first man in space. So shouldn't that make him an astronaut? As a writer accustomed to accuracy, you know it doesn't. The late Yuri Gagarin was a "cosmonaut." That's what the Soviets call their spacemen. Astronauts are American spacemen.

A practicing writer or editor is aware of subtle word shadings like cosmonaut and astronaut. And there is another distinction in which we at Caterpillar are especially interested.

We make a line of track-type tractors, motors graders, wheel and track-type loaders, wheel tractor-scrappers, off-highway trucks, pipelayers, excavators, compactors, log skidders, lift trucks and diesel engines. And there are other companies who make products resembling




ours. But they don't carry the CATERPILLAR name. CATERPILLAR and CAT are registered trademarks of Caterpillar Tractor Co.

When you use our name please make sure you're talking about the products we make. It's a distinction we hope you remember. Just like between cosmonaut and astronaut.

Thank you.



**CATERPILLAR**

Caterpillar, Cat and  are Trademarks of Caterpillar Tractor Co.

INSERT

963

BLOCK ENABLE

DC-ADVISORY

NEW YORK TIMES NEWS SERVICE

- ← -- Full Wire service transmitted 16 hours daily, seven days a week...
- ← -- Other levels of service: The Pony Wire...5-day-a-week airmail service...Weekend Package...
- ← -- NYT Pictures: an "extra" for subscribers...
- ← -- Standing features on business, lifestyles, sports, consumer interests, science, education, arts & leisure...
- ← -- New York Times News Service includes the award-winning columns of James Reston, Russell Baker, William Safire, Tom Wicker and Anthony Lewis...

If you still think of us as a "supplemental" service,  
think again.

We're fundamental.

For details contact Bill O'Shea: (212) 972-1070.

**The New York Times**  
NEWS SERVICE

229 West 43rd Street, New York, NY 10036

## Hastech users group views prototype layout system

Hastech, Inc., the new subsidiary of Hendrix Electronics, held its first Users Group meeting March 5 and 6. Newspaper publishers, editors, and production managers currently using Hendrix data processing and text editing systems attended the meeting, which previewed the PagePro automated layout system.

Paul Schmitz, president of Hastech (Hendrix Advanced Systems Technology), announced that the new, wholly owned subsidiary has taken over customer service and technical support for

106 newspaper systems—including Hendrix's large 3400 and 6500 configurations. The company will work with customers to develop integrated systems and will design, engineer, and produce advanced pagination systems.

Larry Hummel, director of sales, and Darryl Tjaden, marketing manager, explained Hastech's product capabilities and the route to autonomous electronic systems, which will gather news; control copy flow; edit and compose news, photos, and art; and generate output for

advanced printing techniques.

Tjaden and Randy Duerr, page layout research and development programmer, unveiled a prototype of the new PagePro system developed for the Gannett Group's Westchester-Rockland Newspapers. WRN, which remotely processes nine newspapers in three widely separated plants, expects delivery of its first interactive page layout system without graphics in August. It is a major step toward their development of a fully integrated, computerized pagination system.

Dick Ahlstrom, vicepresident/production at WRN, gave the group a brief history of the project as it has developed over the past five years at WRN, and presented an in-depth cost justification for WRN and for dailies of varying sizes.

An afternoon panel, moderated by Dick Ahlstrom and including Don Pilette of the *Detroit News*, Robert Kahlor of The Journal Company, Milwaukee, Wisconsin, Keith Russell of the *South Bend Tribune*, Norm Stein of Dayton Newspapers, Carrick Patterson of the *Arkansas Gazette*, and Max Adams of the *Kingsport Times-News*, unanimously voiced praise for the capability of the PagePro system. Their discussion of issue and opinions on the development of computerized pagination for the newspaper industry varied greatly. Topics included compatibility of existing computerized editorial systems, the role of pagination in zoned and special interest editorial sections, and the future of pagination in view of developing electronic and video technology.

The PagePro system will be publicly displayed at the American Newspaper Publishers Association show in Atlanta, June 7 through 11.

# Newspapers choose Landon (for National Sales)

Newspapers totalling over 8,000,000 circulation -- more than the two largest chains combined -- have chosen Landon Associates to be their national advertising representative.

Our clients like the fact that Landon's philosophy and structure are aimed at creating more newspaper advertising dollars. To do this, most of our 22 offices are located in regional trading centers, paralleling the distribution systems of package food companies. Combined with our offices in New York, Chicago, and Detroit, etc., this allows us to apply sales pressure simultaneously at all decision making levels -- from district manager and local brokers to headquarters office and ad agency. It works.

We believe in making newspapers easier for advertisers to buy. That's why we're the leader in network selling. For example, G. Prescott Low, Chairman of the Board for The Patriot Ledger, Quincy, Mass., as well as the Graphic Arts Research Foundation and "BAND" - a group of 20 Boston Area Newspaper Dailies, says, "Experience has taught us at The Patriot Ledger, that planning for the future, positioning ourselves for the future, pays off. With Landon Associates, and "BAND", The Patriot Ledger has positioned itself for a bright future in national advertising."

Landon Associates believes there is a best way to sell each newspaper, and we work with our newspapers to find it. If you'd like to discuss our approach, call Owen Landon at (212) 867-1112. Or see us at ANPA.

## LANDON ASSOCIATES, INC.

750 Third Avenue, New York City 10017 / (212) 867-1112

A Newspaper Marketing Company



G. Prescott Low  
Chairman of the Board

## Student daily wins two awards

The *Indiana Daily Student*, the student newspaper at Indiana University Bloomington, has won two awards in national collegiate press competition, publisher Patrick Siddons announced.

The Columbia Scholastic Press Association critiqued the newspaper and gave it the "Medalist" rating, which goes only to a select few newspapers which have placed highest in the ratings. The IDS scored 924 out of a possible 1,000 points. The judges cited the balanced coverage given by the IDS and called the writing "crisp and clear."

In a separate judging sponsored by the National Scholastic Press Association/Associated Collegiate Press, the IDS was given an "All American" or "Superior" rating. The newspaper scored 4,415 out of a possible 4,500 points. Comments of the judges include "A 100 percent readable package" and "a professional job!"

EDITOR & PUBLISHER for April 19, 1980



# Number One

Number one in quality. Number one in uniformity. Number one in trouble-free press runs. No other ink can match U.S. news inks for web offset, letterpress, and diLitho.

We bring together the most advanced technology with the down-to-earth know-how developed over 50 years of making inks for newspapers. That is why U.S. inks continue to establish new standards of performance and dependability.

Every U.S. ink is formulated for

the press and paper. Each ink has the right body and flow for the press on which it is to run, maintaining excellent distribution from inking rollers to the printing cylinder. Halftones print clean and sharp, solids lay down evenly. And as paper weights and qualities dwindle, we keep working harder to minimize showthrough, picking and linting.

What about mileage? We think we're number one there, too. For

number one printing impressions, use number one inks from U.S.



**U.S.  
Printing  
Ink**

East Rutherford, NJ; Cincinnati, OH;  
Jacksonville, FL; Dallas, TX; San  
Francisco, CA; Los Angeles, CA

# "Environmental activists? At Bethlehem Steel, about 1,000 of them help clean up the air and water."

**Dr. David M. Anderson,  
Corporate Director,  
Environmental Affairs**

"The thousand people I'm talking about actively work at improving the environment.

About four hundred of them—scientists, engineers and technicians—develop, design and operate Bethlehem Steel's environmental control program.

And about six hundred of them—in our plants, mines and shipyards—monitor, maintain and repair the hundreds of pollution control facilities Bethlehem has installed.

**We're proud of our accomplishments in cleaning up the air and water.**

We've come a long way since 1946, when Bethlehem began its formal environmental control program. Today we're removing about 95 percent of the pollutants from our air emissions and water discharges.

**Innovative technology and a lot of money help.**

The equipment you see behind me is typical of the

innovative technology needed to satisfy today's environmental standards.

It's called a 'one-spot' coke pushing emission control car. And right now it's helping to solve a pollution-control problem that's plagued us for years: capturing and cleaning the emissions produced when coke is pushed from a coke oven.

Our Bethlehem, Pa., plant was the first steel mill to operate this system. We're installing similar units at our coke ovens in Lackawanna, N.Y., and Sparrows Point, Md. Each of these units costs us more than \$5 million."

**Bethlehem's commitment: to do what is necessary to protect public health.**

We've made substantial progress in controlling pollution, but we haven't finished the job. We've already spent \$700 million for pollution control equipment and we may have to spend several hundred million more in the years ahead.

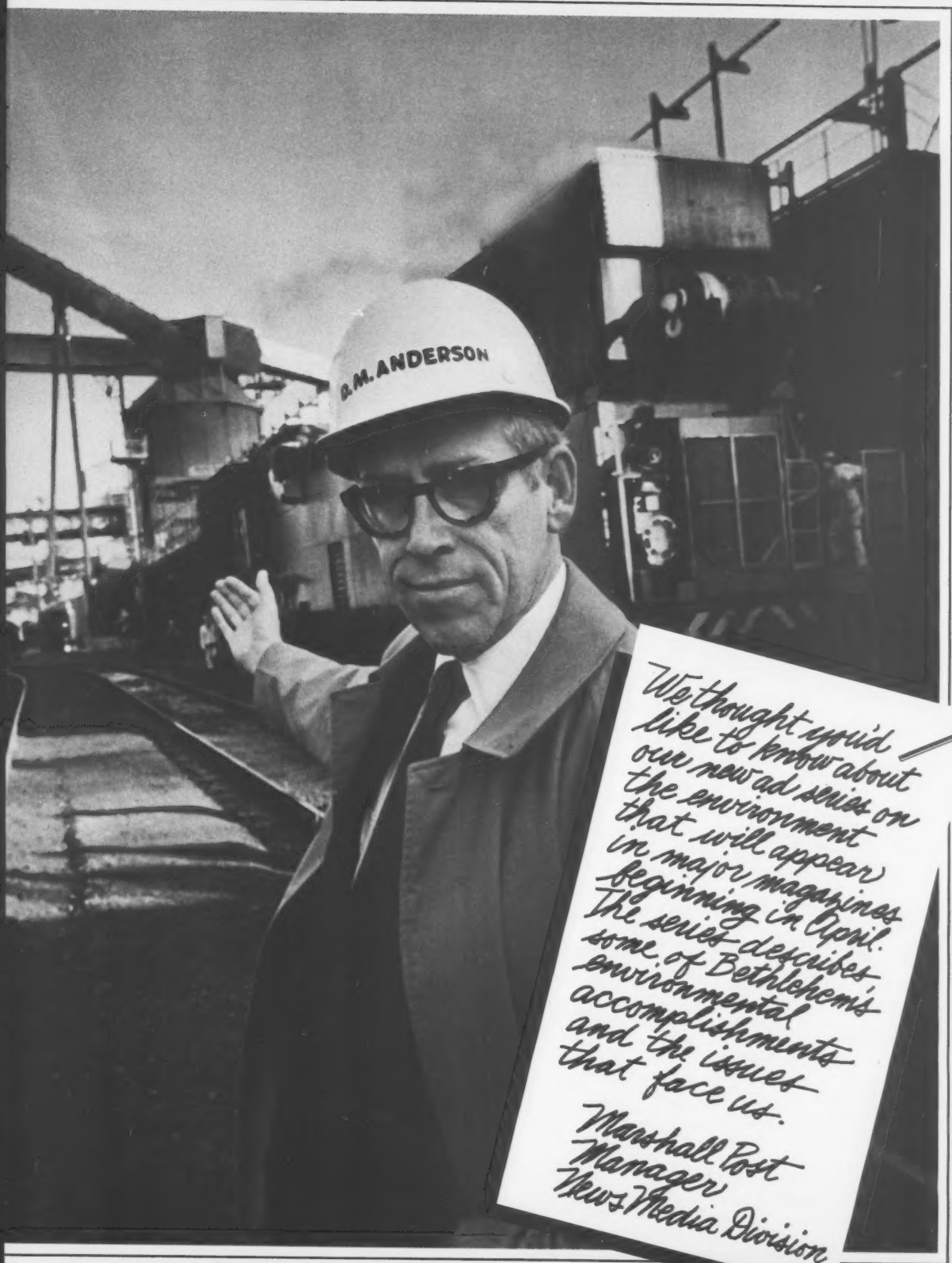
But we believe there's a limit. To require industry to "purify" the air and water beyond what is necessary to protect health does not make good economic or energy sense.

A balance must be struck between an absolutely pure environment and a healthy environment, so that the economy of this nation has the opportunity to thrive.

Our position is clearly explained in our *Statement on Environmental Control*. If you would like a copy, write: Public Affairs Dept., Rm. 476 MT, Bethlehem Steel Corporation, Bethlehem, PA 18016.

**Bethlehem** 

*Coke, used in blast furnaces to produce iron, is made from coal baked in airtight ovens at temperatures up to 2000 F. The "one-spot" coke pushing emission control system is a mobile unit made up of a 33-foot-long coke receiving car and an 83-foot-long air pollution control car. As the coke is pushed from an oven into the receiving car, a high-pressure hot-water ejector creates a vacuum and evacuates and cleans the gases during the push. Evacuation continues as the system transports the coke to the quenching tower. These captured gases are cleaned by the scrubbing system in the control car before they are released into the atmosphere.*



We thought you'd like to know about our new ad series on the environment that will appear in major magazines beginning in April. The series describes some of Bethlehem's environmental accomplishments and the issues that face us.

Marshall Post  
Manager  
News Media Division

## \$10 million profit for Florida papers

From revenues of \$50.3 million, Florida Publishing Company contributed \$10.8 million profit in 1979 to the parent company, Seaboard Coast Line Industries Inc.

While operating income was 8 percent (\$3.8 million) higher than that for 1978, Florida Publishing chairman/publisher J.J. Daniel reported that profit remained steady because of an 11 percent increase in operating expenses.

Florida Publishing owns the two dailies in Jacksonville—the *Florida Times-Union* and the *Jacksonville Journal*—and the daily *St. Augustine Record*

and several weeklies in north Florida. The dailies had a combined circulation of 205,000, with 178,000 on Saturday and 199,000 on Sunday.

More than \$2 million is being spent this year to provide Harris offset presses at the St. Augustine Record which will print that daily and all of the weeklies and a large amount of commercial work. Two IBM 370/3033's were installed last year at the Jacksonville facility by Cybernetics & Systems Inc., a Seaboard data processing management subsidiary. They replaced IBM systems of an earlier vintage.

## Student editors

(Continued from page 16)

Sellmeyer and I implicitly believe she did not authorize those students to speak on censorship at Baylor."

Williams said in one instance, Barton addressed an area high school on "journalism techniques such as layout and design" and after his talk invited questions. Many of the questions were on the situation at Baylor.

He said in another instance, a journalism student not on the paper spoke about censorship at Baylor.

Williams also said that Sellmeyer voted against the cancellation of the press day program, but was outvoted by other members of the SDX leadership.

"Loyal Gould has consistently distorted his account of those incidents and he is doing all he can to damage her (Sellmeyer's) reputation and good name," Williams said.

"I thought scholarships were based on ability and need, not on opinion," Williams said. "Not a single staff member who quit the student paper and did not return has gotten a scholarship (for next year)," he said.

"If the university has to punish students for taking principle stands, I question whether it is, in fact, a university," Williams said.

According to Williams, a former Baylor alumnus from Dallas has offered to pay for scholarships for Barton, Slovak and Sellmeyer, should they decide to return to the university next year.

As for Williams, he is currently "job hunting." A former reporter for AP who has worked on newspapers in Fort Worth and Denver before getting a PhD in English and becoming a teacher, Williams said he might go back to newspapers.

Gould's parting shot to the three students who lost their scholarships: "It's better to learn the prerogatives of the publisher in journalism school than to wait until they get out into the real world."

Meanwhile, Sigma Delta Chi officers are not too happy about what has taken place at Baylor.

Phil Record, regional SDX director and managing editor of the *Fort Worth (Tex.) Telegram*, said, "It is a most distressing situation. Baylor did have a very good program. There are some very promising journalism students who would have gone to Baylor that might have some second thoughts about it now. I have talked to a number of Baylor alumni who are also very distressed."

"It is regrettable that a good student has acted responsibly and has been caught in a very emotional situation," said Jean Otto, national president of SDX and op-ed page editor of the *Milwaukee Journal*.

EDITOR & PUBLISHER for April 19, 1980

# Newspapers choose Landon (for Retailing, too)

If your newspaper is like most today, a few retail chains account for half to three-quarters of your retail linage. Decisions on this advertising are made by people you usually can't reach very easily, for reasons of time, money, geography and just plain bigness.

Landon Retail was developed to solve this problem. Our full-time staff of retail specialists keeps in close contact with the major chains at district, regional and national headquarters...monitors changes in personnel and systems...alerts you to what's going to happen next...and works with you to influence it.



Edward L. Hoffman  
Publisher & Gen. Mgr.

**"Landon's Retail Division is playing a vital and significant role in helping to increase The Trentonian's penetration of a very competitive retail market. We are pleased with the results of the program; over a period of several years it has been been and continues to be highly successful."** states Ed Hoffman, Publisher.

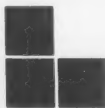
More than 100 newspapers have chosen Landon Associates to represent them with their most important accounts--the chains--because Landon Retail gets results. Incidentally, the cost is surprisingly low.

For more information, and a sample of the **Landon Retail Newsletter**, call Rod Keeney or Owen Landon at (212) 867-1112. Or write us.

## LANDON ASSOCIATES, INC.

750 Third Avenue, New York City 10017/ (212) 867-1112

A Newspaper Marketing Company





AMERICA'S LARGEST UNDUPLICATED MARKET IN PRINT

# FAMILY WEEKLY

SUPERLATIVELY POPULAR WITH READERS EVERYWHERE

With a readership of more than  
27,000,000 adults  
and millions of youngsters

Family Weekly  
helps make possible  
for its subscribing newspapers:

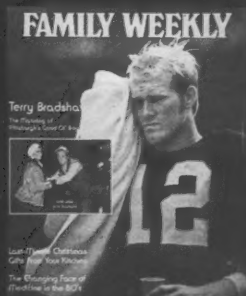
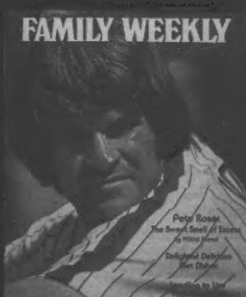
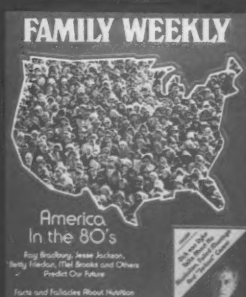
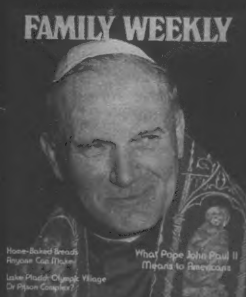
- enhanced editorial popularity
  - above average growth
  - increased circulation and advertising rates
  - additional rop advertising

One of the world's  
most responsive audiences,  
of 354 influential newspapers

AMERICA'S  
BEST READ  
MAGAZINE\*

\* Starch Ad Norms

Morton Frank, President & Publisher  
Patrick M. Linskey, Exec. V.P.-Sales  
641 Lexington Ave., N.Y., N.Y. 10022  
Offices also in Chicago, Detroit,  
Los Angeles and San Francisco



# Reaching Buffalo's ADI takes more than news.



Seven-day-a-week coverage isn't enough for this area. Even for our paper. So we created *Gusto*, *Sports Magazine* and *Sunday Magazine*. With an Effective Buying Income of 10.3 billion dollars annually, 1.8 million consumers in Buffalo's ADI are interested in this area's leisure activities. They read Friday's *Gusto* for great food, great shows, great listening and great entertainment. Saturday's *Sports Magazine* involves them in the athletic world. The plays. The players. The teams, standings and schedules. Our *Sunday Roto Magazine* lets them know about colorful people, issues and the local history that surrounds them.

They are the kind of consumer you're after. And they have an avid interest in us. Our demographics prove it.

So put your media message in front of an active consumer where it will do the most good. Put it into the Buffalo Evening News.

For more information on us, call Hugh G. Monaghan at (716) 849-3422.

**We deliver. 7 days a week.**

## BUFFALO EVENING NEWS

One News Plaza  
Buffalo, New York 14240  
Represented nationally by Story & Kelly-Smith



## 1st Amendment awards won by 4 individuals

The Society of Professional Journalists, Sigma Delta Chi will present its First Amendment Award to four individuals and one institution, in recognition of their ongoing efforts to strengthen and protect freedom of the press in America. Recipients are:

Gannett chairman and president Allen H. Neuharth;

Retired U.S. Representative John E. Moss (D-Calif.);

American Society of Newspaper Editors general counsel Richard M. Schmidt, Jr.; and

The University of Missouri's Freedom of Information Center and its director, Paul L. Fisher (joint award).

Announcement of the four awards was made by Society President Jean Otto, editor of the op ed page of the *Milwaukee Journal*.

Allen Neuharth has been one of journalism's most outspoken critics of recent Supreme Court decisions restricting the rights of the press. His concerns for press freedoms have been highly evident during his term as chairman and president of the American Newspaper Publishers Association. Recent ANPA conventions and conferences have focused strongly on the First Amendment, primarily because of his hand in the direction and tone of the meetings. His speeches, both in the United States and abroad, to journalists as well as to non-journalists, have dealt with his concerns for freedom of the press.

Under Neuharth's leadership, Gannett was one of the earliest and most generous financial supporters of such groups as the Reporters Committee for Freedom of the Press. Because of his commitment, Gannett is also in the midst of a vigorous advertising campaign to bring the First Amendment message to the public.

The Society's South Dakota professional and the University of South Dakota campus chapters said in their joint nomination of Neuharth that it is "in recognition of the positive efforts (he) has made to direct both the public's and the profession's attention to the words and intent of the First Amendment."

From the time John Moss launched his first battles for open government in 1954 until his retirement from public life in 1979, he was the driving force behind congressional moves to knock down the barriers to access to information. The Father of the Freedom of Information Act, as he is widely known, Moss regularly tackled that fight whether it involved cover-ups for big business, labor or government. Though a liberal Demo-

crat, Moss became a consistently outspoken critic of both Republican and Democratic administrations' information policies.

Richard Schmidt, who is a partner in the Washington law firm of Cohn & Marks, has served as ASNE's general counsel since 1969, but his involvement with press freedoms goes much further back. He represented the National Association of Broadcasters before the Colorado Supreme Court in 1956, and persuaded that court to open state courts to cameras and microphones. He was co-counsel in the Miami Herald vs. Tornillo case, in which the Supreme Court held unconstitutional a Florida statute requiring newspapers to make space available for response to attacks on public figures. As counsel for the Oklahoma Publishing Co., he obtained a Supreme Court summary reversal on the matter of printing names of juveniles. Schmidt also offers his press freedoms expertise to lawyers who represent local media and find themselves faced with access, privacy and related questions that are not part of their daily practices.

A former newspaper and radio news reporter, Schmidt is now spending most of his time on First Amendment causes. He commented, "I agree with (Supreme Court Associate Justice Byron) White—with whom I have not agreed on many things—when he quotes Jefferson as saying that as long as all men are able to read, and have the materials available to them, everyone shall be free."

The 22-year-old Freedom of Information Center, which is an unbudgeted program of the University of Missouri, has developed one of the most comprehensive files in the country on press freedom in general and freedom of information in particular. The files include thousands of clippings from major newspapers and professional journals, research reports and other documents on more than 1,100 subjects. The Center is probably more well known today, though, through its publications; monthly reports, usually on press-government issues; and a bimonthly digest of articles and reviews of freedom of information activities nationwide. In addition to wide distribution of the publications, the Center responds annually to more than 2,500 inquiries regarding freedom of information problems.

Since the Center's inception in 1958, journalism professor Paul Fisher has been its director. His dedication to the Center is evident in his report on the Center's 20th anniversary, in which he said, "It seems likely that if, in the future, believers press on to establish 'the people's right to know' as fully recognized under the Constitution, they will find here, at the end of the hall and in the attic above, the fullest documentation of the belief that the right to gather and receive news is the other side of that free press coin, the First Amendment."

EDITOR & PUBLISHER for April 19, 1980

IT'S ALL COMING TOGETHER

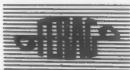


From left: W. Hatt, Ferag; M.A. Borg, The Record; J. Hall, Tesco; Y. Okamura, TKS

atex



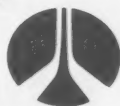
IBM



MAIN

CSI

RAYTHEON



# The Record

New Jersey's Largest Evening Newspaper

Over the next three years, the companies represented by the above logos will be manufacturing, assembling and testing a new newspaper production system.

Raycomp is currently producing our display ads with output through Autologic photocomposers. Atex is installing a 110-terminal editorial system alongside our IBM-370/138 business system. CSI's 52-terminal classified system comes on line this summer.

TKS is beginning the manufacture of two offset presses. Each press

will have double 3:2 folders, two four-color satellite units (with one at right angles to the line of the press units), 7 black units with four color decks. Computerized roll handling and reel loading will service each of 7 reel stands with 50" diameter rolls. Through the Ferag system, we will either drive the Sta-Hi stackers on line with inserting at 40,000 pph, or on line without inserting at 70,000 pph. On line the Ferag system will insert up to six editorial or advertising preprints into the main news sections, resulting in a total product size of up to 250 broadsheet

pages. Editorial preprints can be palletized through this same system directly from the press at 60,000 pph.

What's different? It's a set of existing and new concepts being brought to reality with the help of C.T. Main and our dedicated group of staff professionals who seek to maintain The Record's excellence in content and technology for our severest critics: ourselves, our peers, our readers and our advertisers. **The best of everything . . . today and tomorrow.**

## Weekly editor in S. Carolina found beaten

The 27 year-old editor of the *Lee County Messenger* in Bishopville, S.C. was discovered bound, beaten and unconscious in a field about seven miles south of Camden, S.C. on April 3.

Will E. McKenzie was found by a farm worker at around 11:30 a.m. on the 3rd. He had last been seen working on a story in the office at around 11:30 p.m. April 2, according to police. The story was found in his typewriter, and there were no signs

of violence in the newsroom. Police are looking into several possibilities concerning a motive for the near-fatal beating, and they've not ruled out the possibility that the incident may have been work related. No suspects have been apprehended.

McKenzie's 1978 Volkswagen Rabbit was found in an isolated area about 14 miles from the newspaper office. The vehicle had apparently been doused with a flammable liquid and burned.

McKenzie is currently listed in satisfactory condition in Richland Memorial Hospital, Columbia, S.C.

According to Hugh Braddock, associate editor for the parent group, Banner Publishers Inc., the police investiga-

tion has been hampered to some extent because McKenzie is unable to remember what happened to him.

In McKenzie's absence, the University of South Carolina is sending three interns to the newspaper three days a week to help keep the regular newsroom routine going. There is, so far, no indication of when McKenzie will be able to return and perform his regular duties.

The Messenger is offering a \$1,000 reward for information leading to the arrest and conviction of the person or persons responsible for the beating.

## UPI and Guild agree to continue talks

Negotiators for the Wire Service Guild and United Press International, faced with the (April 15) midnight expiration of the current contract, agreed to continue their talks with all terms of the existing contract remaining in effect.

UPI and the Guild issued a brief statement shortly before noon, EST, on April 15.

"Negotiations for a collective bargaining agreement to replace the one now in effect are continuing in New York," the statement said. "All terms and conditions of the agreement remain in full force while the bargaining continues.

A spokesman for UPI said the wire service would make its first money offer later in the day.

UPI and Guild negotiators held three sessions (April 14) when the talks resumed after a six-day interruption called by the Guild.

"UPI is glad that six days after walking out the Guild is finally back at the table. There are a few encouraging signs," said F.W. Lyon, chairman of the company's bargaining committee.

"By Tuesday we will have our initial money offer on the table along with the remainder of the company's proposals. There has been some progress, but there are many hard hours of bargaining ahead."

## Lapos promoted to managing ed

Edward F. Lapos has been named managing editor of the *Gloversville* (N.Y.) *Leader-Herald*.

Lapos, who joined the newspaper staff as a reporter in 1949, has been city editor since 1954.

A native of Pennsylvania and a graduate of Pennsylvania State University, he worked for the *Allentown* (Pa.) *Morning Call* before joining the *Gloversville* newspaper staff.

Raymond H. Jarabek, news editor since 1975, has been appointed to succeed Lapos as city editor.

The appointments, effective immediately, were announced by publisher William M. Kessler.

EDITOR & PUBLISHER for April 19, 1980

# Newspapers choose Landon

## (for Circulation, too)

For many newspapers, large and small, circulation was the underlying problem of the 1970s. Landon Associates has a professional answer: Bill Merritt. He has the experience, the breadth of knowledge, and the tact needed to help solve your circulation problems as we enter the '80s. He'll work with your people to locate and straighten out trouble areas, reorganize and simplify assignments, root out unnecessary costs, help you get ready for computerization—everything it takes to put your circulation operation on the growth track again.

From small-town newsboy in Colorado to circulation director in Los Angeles and Washington, D.C., Bill Merritt's experience covers newspapers from 4,000 to 600,000 circulation at every job level. He has the professionalism you need.



Arthur D. Hudnutt,  
Publisher/Editor

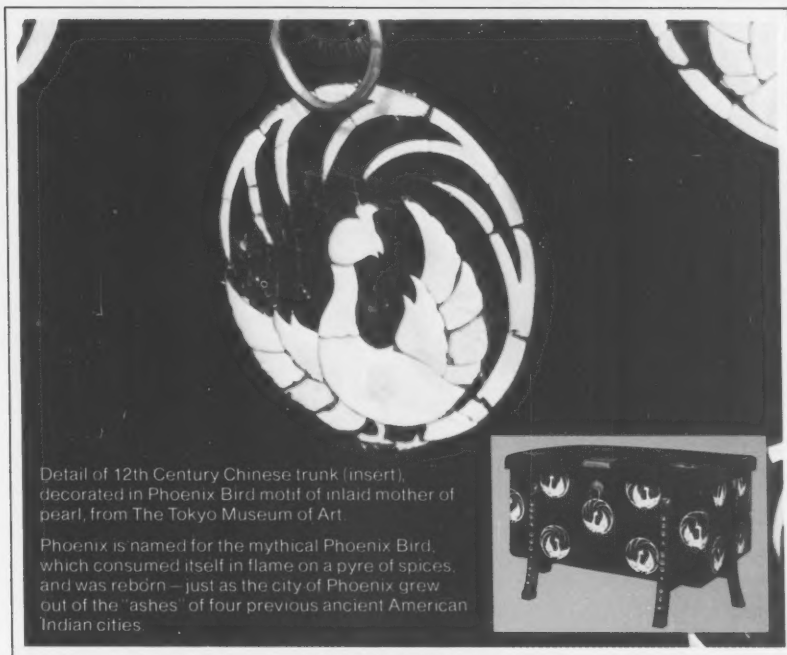
"Bill Merritt impressed the entire staff with his professionalism," says Arthur Hudnutt, Publisher/Editor, The Chronicle-Telegram, Elyria, Ohio. "He spent one week thoroughly reviewing all phases of our Circulation Dept. As a result, his analysis and recommendations laid the groundwork for solving some problems that needed to be addressed."

Write for your copy of "How to Turn Circulation Problems into Growth Opportunities," or call Owen Landon, President, for details.

## LANDON ASSOCIATES, INC.

750 Third Avenue, New York City 10017/(212)867-1112

A Newspaper Marketing Company



Detail of 12th Century Chinese trunk (insert), decorated in Phoenix Bird motif of inlaid mother of pearl, from The Tokyo Museum of Art.

Phoenix is named for the mythical Phoenix Bird, which consumed itself in flame on a pyre of spices, and was reborn — just as the city of Phoenix grew out of the “ashes” of four previous ancient American Indian cities.

## Last year, this rare bird attracted thousands of your New York customers.

We'll help you get them back. And then some.

Last year, a record number of people followed the sun to Phoenix. To stay. Thousands were New Yorkers — consumers who used to see your ads and buy your products. Now that you know where they are, tell them where to find you. The Phoenix Newspapers can help you reach them and more than 1,400,000 others.

Phoenix is the 2nd fastest-growing market in America. The Arizona Republic/The Phoenix Gazette can help you keep pace with this rare bird by delivering an unduplicated 80% of total metro area adults with a combination of Sunday and any other weekday. Plus, 86% with 5-day unduplicated coverage\*

So give us a call and say hello to a lot of your old friends from New York... and Pennsylvania, and Ohio, and Illinois, and Iowa, and Arkansas, and North Dakota, and Minnesota, and Oklahoma, and Colorado, and California, and...

**THE ARIZONA REPUBLIC / *The Phoenix Gazette***

Represented nationally by STORY & KELLY-SMITH, INC.

## False light amendment dies in Wisc.

The proposed false light amendment to Wisconsin's invasion of privacy law has died in legislative committee but "will probably" be reintroduced when the legislature reconvenes next February, according to the Wisconsin Newspaper Association.

The amendment, if passed, would allow an individual to sue a newspaper if a story resulted in publicity placing that person in a false light which would be

"highly offensive to a reasonable person" and if the newspaper had "knowledge or acted in reckless disregard of the falsity of the publicized matter."

"Some of those same legislators active in introducing the amendment will be back at it again next year," commented Larry Tobin, legislative coordinator and assistant manager of the WNA. "It's hard to say if the amendment will pass. If the same legislators are involved, it's going to be a tough fight.

Tobin said the measure had not received much public reaction.

"It's not one of those things the public gets worked up about," he remarked.

Tobin added that the legislature's adjournment on April 3 for elections and

charges that the proposed amendment was an "obvious blackmail attempt" had prevented it from passing.

The charges of legislative blackmail were levied against state representative William Rogers who had introduced the false light amendment in an effort to pressure the *Green Bay Press-Gazette*, a 56,000 afternoon daily, into firing its editor, Robert Gallagher.

Gallagher's paper had run beginning last September an investigative series on abuses in the Brown County juvenile court system and alleging wrongdoing on the part of Judge James W. Byers and Wayne Walters, a court aide. In February, Byers died of a heart attack, and the *Press-Gazette's* critics contended the newspaper had been overly zealous in its investigation.

A Federal grand jury looking into the charges of abuse made by the *Press-Gazette* decided not to hand down any indictments.

No lawsuits have been filed against the *Press-Gazette* as a result of its investigation, editor Gallagher stated.

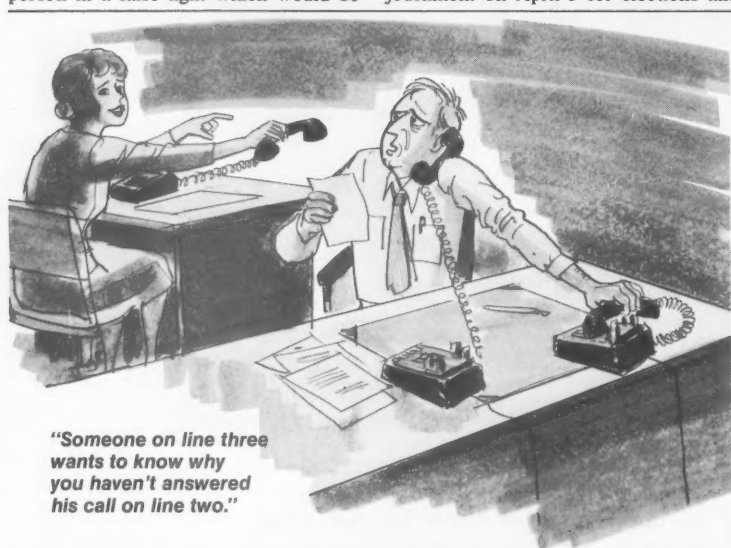
"We have reported the story accurately and fairly, and we will continue to report it," he said.

Gallagher noted that Rep. William Rogers had also been the subject of a *Press-Gazette* investigation which resulted in the legislator being "forced to pay back money to the state for illegal phone calls . . . The Governor of Wisconsin has called Rogers' conduct (relating to the false light amendment) reprehensible."

In March 1980, the *Press-Gazette* became part of the Gannett newspaper group. Gallagher said Gannett has supported his paper's investigation of the juvenile court.

"There's been no interference from them and I don't anticipate any," he commented.

John Quinn, Gannett's senior vice-president for news, remarked that at a recent meeting he attended with SDX members in Milwaukee, several editors told him "the *Press-Gazette's* coverage had been proper."



"Someone on line three wants to know why you haven't answered his call on line two."

## Queue your calls!

When your staff spends all of their time answering phones—and many callers still hang up because they can't get through; fill in the results yourself—angry customers, cancelled business, lost profits. Now there is help—from AEC.

The AEC Model 1001 Call Sequencer is a sophisticated solid state device that can queue calls in priority order easily and economically. All incoming calls are answered immediately with a prerecorded message. Your caller is assured his call will be taken in order. The top priority call blinks on your key telephones at twice the normal rate; when it is answered, the next oldest call blinks at the rapid rate.

The AEC 1001 Call Sequencer handles from 4 to 64 lines easily and orderly—it's a labor saver too, because it eliminates the need for extra staff in peak calling times. Best of all, your customers don't mind waiting on hold because they know they'll be taken care of!



To put your phones on queue, contact . . .



Manufactured by AUTOMATION ELECTRONICS CORPORATION  
Distributed by AUTOMATION SALES COMPANY  
344-40th St., Dept. D • Oakland, CA 94609 • Phone 415/655-6865

## Editor buys out business partner

Henry W. Schroeder has purchased the financial interests of his business partner of 14 years, Butler C. Delany, effective April 1.

Schroeder, who has served as editor and publisher of the *Verona* (Wisc.) *Press* since 1966 and of the *Fitchburg Star* for the past five years, is now also publisher of the *Oregon Observer*.

The three suburban Madison-area weeklies are published by Southwest Suburban Publications, Inc. of which Schroeder is president and sole shareholder.

EDITOR & PUBLISHER for April 19, 1980



## WE JUST COMPLETED URBAN AMERICA'S MOST THOROUGH CHECK-UP.

As the decade began, a group of Chicago Tribune specialists examined what is perhaps the most critical area of life today—the status of the American city. The result was a penetrating, 52,000-word diagnosis in the form of a 12-part series. In a front page introduction, Maxwell McCrohon, Tribune editor, called the series “an extraordinary work of journalism.”

The epic undertaking was led by Paul Gapp, the Tribune's Pulitzer prize-winning architecture critic and urban affairs expert. His team included veteran reporters Stanley Ziemba and John McCarron, along with several Tribune photographers. They spent seven months taking the pulse of 11 American cities—trekking more than 18,000 miles by auto, on foot, even by boat and helicopter.

Through exhaustive interviews, they extracted and analyzed samples of urban lifeblood in the north, south, east and west. In city after city, they probed and re-searched for vital life signs in politics, business, education, race relations, life styles, entertainment and other areas of the urban anatomy. They diagnosed the hopes, dreams, successes and failures of the American city as it faces the 80's.

The result kindled intense interest not only in Chicago but also in cities across the land. It was as hot a topic in New York and Houston as it was in downtown Chicago.

Extraordinary journalism generates extraordinary response. In Chicago, more and more readers have come to expect that kind of prescription every day from the city's most complete newspaper—the Tribune.

**Chicago Tribune**

## J-prof says press attacks on courts cheat the public

Reckless and unwarranted attacks by the news media on the courts are cheating the public, according to a University of Minnesota journalism professor.

"The news media's self-serving war on the Supreme Court and much of the rest of the judiciary has compromised their ability to deliver accurate and believable information to the American people," Everett Dennis said in Charleston, S.C.

Dennis told the Conference of Metropolitan Chief Judges of the United States that the news media has jeopardized its credibility in news coverage of courts and law by becoming a "shrill and noisy advocate for its own claims—at all costs."

"Hysterical and largely misleading coverage of press cases and a McCarthyistic attack on the Supreme Court are interfering with the public's confidence in otherwise improving press coverage of courts and law," Dennis said.

Dennis praised the press for generally upgrading its coverage of legal affairs, which he says has moved from ridicule and sensationalization in early times to

its present thoughtful examinations of legal trends and stories that help citizens use legal services.

But, he said, there is still a gap between what the press wants to disseminate and what the public needs to know. "The press can do part of the job in fostering public understanding of justice, but it cannot do the whole job. It simply does not have the resources to fully and adequately watch and report on the vast and growing network of legal issues and entanglements in American society."

Dennis also criticized the judiciary for erecting barriers to press coverage and being insensitive to the needs of the news media. "Judges are sometimes hostile, often inaccessible, and even incomprehensible, and this behavior leads to muddled and distorted press reports. When this happens, the public loses by missing out on essential information," he said.

He proposed a truce between national leadership of the American judiciary and bar and the news media for discussion of an effective means of fostering better court coverage. He also suggested a national center to foster public understanding of law with an active public information program, its own publications and broadcast presentations, and seminars and internships.

"The job of providing citizens with a social survival kit so they can cope with an increasingly litigious society is probably beyond either the judiciary or the press. Neither can devote the time or resources for full coverage," he said.

Dennis envisions a center that would work through existing institutions to identify the legal informational needs of citizens and make plans to meet them.

The center would work to acquaint legal professionals with communications and communications professionals with legal issues and problems through an agenda and programs developed by a coalition of lawyers, judges, journalists, educators and others.

Dennis is professor of journalism and mass communication at the University of Minnesota and author of several books on the press and legal subjects. He was the first journalism educator to serve as a visiting scholar at the Harvard Law School.

## Circulation seminar

Twenty-one circulation managers and supervisors from newspapers in eight states will attend the third in a series of circulation management seminars May 14-16 in Rochester, N.Y. The seminars are sponsored by the Frank E. Gannett Newspaper Foundation in cooperation with the Center for Management Study of Rochester Institute of Technology. Gerald M. Sass, foundation director of education, said all of the seminars, which began in 1979, have been oversubscribed.

EDITOR & PUBLISHER for April 19, 1980

# Newspapers choose Landon (for Classified, too)

Bill Ford, head of Landon's Classified Development Services, was the Fayetteville Observer-Times' professional answer.

Classified advertising has been Bill's entire career. He began with the Boston Herald Traveler. Over the years his success as Classified Advertising Manager and the Executive in charge of the Classified Department, gave Bill the reputation of a classified expert. Bill's expertise was honed in the tough, competitive Boston market where classified creativity, systems and profit orientation have always been at a premium.

When it comes to classified, Bill has seen it all. Newspapers from Maine to Minnesota to the Carolinas have tapped Bill's professionalism. They are his best testimonial.

**"We were all impressed with his knowledge and enthusiasm for classified advertising. He left us a wealth of ideas and thoughts that we feel will help increase our lineage. I have had two calls from the telephone room this morning thanking me for bringing Bill into our plant,"** says Ramon L. Yarborough (left) President-Publisher of the Fayetteville Observer-Times, N.C.

To choose Landon's professional answer, write for your "Classified Evaluation Check-list", or call Owen Landon, President, for details.



Ramon L. Yarborough  
President-Publisher

## LANDON ASSOCIATES, INC.

750 Third Avenue, New York City 10017/ (212) 867-1112

A Newspaper Marketing Company



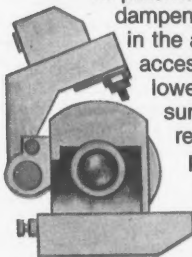


# A bundle printed is a bundle saved

Today's mid-size daily can slice production costs. And enjoy the advantages of web offset, too.

That's the beauty of Wood-Hoe's 55,000 pph Lithoflex®.

Take a look at cutting waste. With its patented Jet Air™ dampening system . . . in the aisle for instant access . . . Lithoflex lowers ink consumption and reduces waste appreciably. That in itself can mean a significant cost reduction every year!

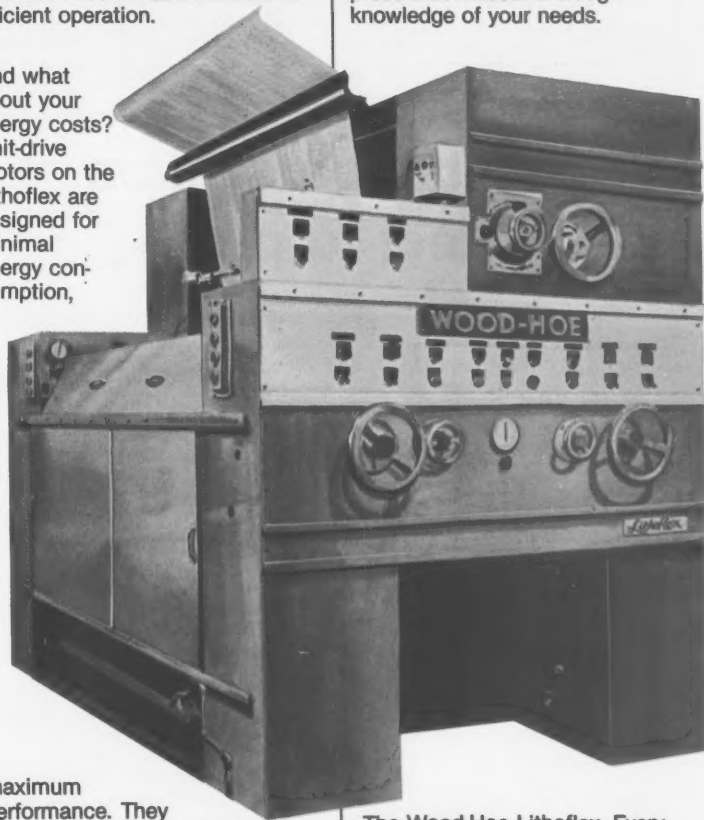


Now look at color. Here's where Lithoflex saves you money right from the start. Because its unit-mounted color cylinders provide exceptional color flexibility, spot or process. So you don't need extra printing units to gain extra color. And you don't have to sacrifice page capacity, either.



Consider the cost advantages of speed and convenience . . . design elements such as remote, motorized ink control; a heavy duty, 112-page 2:1 folder; and fully automatic reels that contribute to efficient operation.

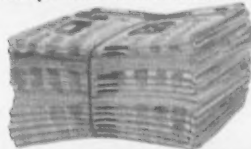
And what about your energy costs? Unit-drive motors on the Lithoflex are designed for minimal energy consumption,



maximum performance. They eliminate the need to buy excess press drive for expansion. (And sub-floor mounting doesn't obstruct walk-through).

When you add other modern design features . . . features that contribute to quick make-ready, ease of operation, and crisp, top-quality printing . . . you've got a press that reflects thorough knowledge of your needs.

The Wood-Hoe Lithoflex. Every bundle printed is a bundle saved.

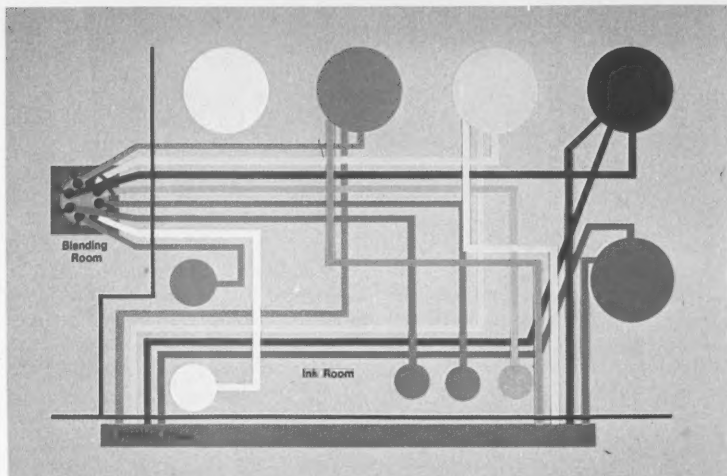


**WOOD-HOE**



333 Cedar Avenue  
Middlesex, N.J. 08846  
(201) 469-6600

**WOOD-HOE OFFSET:  
When you know how it's built,  
the choice becomes obvious**



## Ink distribution system pipes direct to press

One of the largest printers of news web offset color inks, Army Times Publishing Company, has installed a total system of ink distribution. It is a completely closed system which pipes ink from bulk storage tanks directly to each position on the press in the pressroom.

The new system in operation at the company's plant in Springfield, Virginia, was engineered by United States Printing Ink headquartered in East Rutherford, New Jersey.

The system permits pumping of process colors and a spot color directly to the printing presses without handling of any kind. The manifold of the injector pack at each printing station is directly supplied with the inks. Black ink is also always available to all positions on the press. In addition to black and process colors, five other colors plus white are piped directly to a blending station where they are automatically weighed on a digital scale as they are added.

The key to the system is a method of ink delivery in bulk—Interchangeable Color Modules—a concept developed by United States Printing Ink which allows standard colors and custom formulations to be delivered in bulk while retaining complete color integrity.

An Interchangeable Color Module (ICM) is a specially designed tank which is transported in a specially designed trailer. Each color in the ink room at the Army Times plant is supplied by the ICM's from United States Printing Ink.

The trailer is capable of carrying eight Interchangeable Color Modules (ICM's). The specially designed truck trailer maintains the temperature of the web offset inks at a level which keeps them pumpable even in subzero weather. It is

insulated, has its own heat system, and own lighting system. The trailer is equipped with a separate built-in pump for each ICM that it carries.

The ICM's, each with a 400-gallon capacity, are specially made for the purpose. When a printing plant requires replenishing, only the desired colors need to be delivered. A typical delivery might be two magenta (800 gallons), three yellow (1200 gallons), one special red (400 gallons), and two blue (800 gallons).

The advantage of the ICM's over tank trucks is that the ICM's allow delivery of various shades of process colors as desired by the printing plant without contamination from a bulk tank which is virtually impossible to clean.

An ICM, or a group of ICM's, can be assigned to a customer and used only for that customer's particular shades of a color or colors. In addition to the ICM's themselves, the discharge and suction hoses for each customer's shade of color can also be assigned to that shade alone. The only component in the entire system that needs purging is the pump which contains relatively little ink and is easy to purge. The ICM system can be easily employed for any web offset color printer.

The color ink room at the Army Times plant is equipped with four 2200-gallon tanks, two 400-gallon ICM's, and 3 stations for 55-gallon special-color drums. Deliveries are made approximately once a month, based on usage during the previous month. When a U.S. Printing Ink delivery is due, the U.S. truck carrying the ICM's pulls up to the delivery port on the outside of the building, connects up and pumps ink colors through to the respective color tanks in the ink room. It's

easy, simple, and requires a limited inventory of inks in each color.

The system does not require the printing plant to install huge storage tanks. Inks are ready to be pumped the moment they arrive since the viscosity is maintained at a normal level because the temperature is carefully controlled all the way from the U.S. manufacturing facility.

The new ICM delivery system and direct tank-to-press feeding system was made possible and desirable because of the tremendous consumption of color inks by the Army Times presses. The plant is in operation 24 hours a day, 7 days a week, averaging a million newspapers and long-run commercial copies per day, virtually all with four color process.

Initially the Army Times Publishing Company used canisters for their color ink supply. As consumption rose, it became clear that supplying ink colors with canisters was an inefficient and expensive way of fulfilling the need. Continually replacing canisters as they ran dry during a press run caused endless problems: clean-up, air in the suction lines, and ink residual in the canisters all called for a better method.

The first step toward a bulk system was to use 55-gallon drums, a method which was employed for 3 years. With this system the ink was fed directly from the drums to the injector pack on the press.

Although this was a major improvement, the 55-gallon drums were still messy, labor-intensive and loss of residual in the drums was costly.

Does this new system make a difference? A look at the costs tells the story. With an average of a million copies a day, virtually all with process color, color canisters would have to be changed

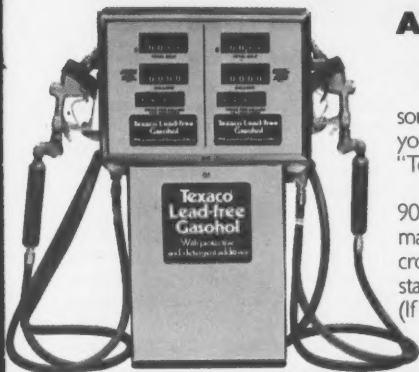
*(Continued on page 50)*



Blender

EDITOR & PUBLISHER for April 19, 1980

# Texaco announces a way to make gasoline go further. Corn.



## Alcohol made from corn and other renewable crops could be a way to stretch our supply of gasoline.

When you pull into a Texaco station in some states, you may see a gasoline pump you don't recognize, a pump that says "Texaco Lead-free Gasohol!"

Texaco Lead-free Gasohol is a mixture of 90% unleaded gasoline and 10% ethanol made from corn and other renewable crops. And Texaco's selling gasohol in many stations in a number of states right now. (If Texaco Lead-free Gasohol isn't available in your area yet, look for other quality Texaco products like Texaco

Lead-free gasoline.)

Gasohol can't replace gasoline. But by making gasohol, it will be possible to stretch our available supply of motor fuels. And that could mean that the use of alcohol as a gasoline supplement can be of some help in reducing our dependence on petroleum imports.

So while we're looking for other alternative sources of energy, we'll continue to use gasohol as a way to make our current supply of gasoline go further.



**We're working to  
keep your trust.**

Look for Texaco Lead-free Gasohol at many Texaco stations in the following states: Connecticut, Indiana, Kentucky, Maryland, Massachusetts, Missouri, New York, Oklahoma, Pennsylvania, Virginia, Wisconsin, and Washington, D.C.

## Ink system

(Continued from page 48)

on three colors every 50,000 papers—at least 20 canister changes per color, or a total of 60 canister changes. The cost of 60 canisters alone would be approximately \$18,000.00 in addition to necessary labor to accomplish this task.

Army Times Publishing Company prints *Army Times*, *Navy Times*, *Air Force Times*, *Federal Times*, and *Journal Newspapers* (suburban newspapers which are published 2 times a week). *Journal Newspapers, Inc.* is a wholly

owned subsidiary of *Army Times Publishing Company*.

Don Garyantes is vicepresident/production, for the *Army Times Publishing Company* and Don Gilmore is vicepresident/plant manager, *Journal Newspapers, Inc.* Roy Rittle is mechanical supervisor, *Army Times Publishing Company*.

Printing presses are Goss Metros and when the installation of new units is completed, the plant will be operating 16 units with 8 decks.

One 8-unit press line working around the clock (3 shifts) with four 2:1 folders, prints 1 million papers in the 24 hour period. The second 8-unit press line

when completed will have the Goss PCS-PAR system for heavy color work and will be designed with double 3:2 folders.

## Shopper group to allow paid papers to join

Members of the National Association of Advertising Publishers have voted to retain open membership in the group that represents free-circulation papers across the country.

In announcing the results, NAAP president Roger Miller noted that 89% of the eligible members participated in the vote. He added that all free-circulation papers—regardless of ownership—will continue to be eligible for NAAP membership if they operate within the association's code of ethics.

"We are delighted that such a large percentage of the membership participated in the vote," Miller said, "since it gives the board a sense of direction for the 80s. With this directive, NAAP can truly represent the entire free-circulation industry."

NAAP members were asked to choose between open membership and the "60%" rule, under which association membership would be restricted to those papers whose parent company derived at least 60% of its publishing revenues from free-circulation papers.

During the last five years, NAAP has had both periods of open membership and periods when membership was decided on the "60%" rule. These decisions were made by the board of directors, however, and the current vote was the first by the entire membership.

"Our industry is growing in numbers and influence. Advertising agencies, as well as major consumer-oriented companies, are becoming more aware of the 'grass roots' sales power of free-circulation papers," Miller said. "They are interested in our saturation coverage of the market, which produces sales at retail."

Miller also stated the NAAP has projected a stronger voice in Washington and other legislative circles in recent years.

NAAP members publish 1,000 free-circulation papers that reach 48,000,000 people in 15,500,000 households each week.

## New ad campaign

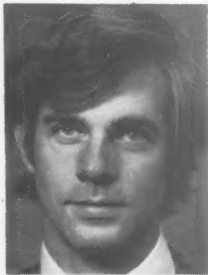
First Federal Savings and Loan Association of Broward County, Fla., which has not advertised itself in six months, started a new campaign on March 31 on radio and in newspapers. The campaign by Compton Advertising Inc. in N.Y. is targeted at the 50 and over age group.

EDITOR & PUBLISHER for April 19, 1980

# Newspapers choose Landon (for Marketing, too)

With newspaper profits under attack from so many directions today, not even the ablest publisher can always stay on top of all the areas that require top management attention. And while you're busy putting out fires to protect the profits you have, you may well be missing some good opportunities to develop new sources of revenue.

This is where Landon Management and Marketing Services can prove helpful. Headed by consultant **Dick Hare, former Director of Advertising & Research for Gannett Newspapers, Landon Management and Marketing Services offer experienced, professional newspaper management counseling on an as-needed basis** --- with the advantage of providing an objective outsider's view of the client's problems.



Rea Hederman, Executive Editor, Clarion-Ledger/Jackson Daily News, Jackson, Mississippi

Executives from more than 40 states and Canada have taken advantage of Dick Hare's talents. One of them is Rea Hederman, Executive Editor of the Clarion-Ledger/Jackson Daily News, Jackson Mississippi. He says, "**Dick Hare's objective analysis of our business not only helped in revenue areas such as advertising and circulation...but also in positioning our newspaper in our local, state and national markets. What's more, our department supervisors were his most enthusiastic supporters.**"

For details, see our new brochure, "**How to Brighten Your Profit Picture.**" Write or call Owen Landon, President, for more details.

## LANDON ASSOCIATES, INC.

750 Third Avenue, New York City 10017/ (212)867-1112

A Newspaper Marketing Company



## We're building an even better Baltimore Sun

"In 1975, The Baltimore Sun pioneered the use of an all-electronic news gathering system. The following year, The Sun was the first newspaper of its size to computerize its advertising and linage recording systems. The classified and circulation departments were soon added to the computer system. In 1978, The Baltimore Sun began construction of an over \$40 million press facility and building to house new offset presses.

"When construction is completed on the three-story press annex, offset presses will be installed to help us produce a more readable, more adaptable paper. The Rockwell-Goss Metroliner Press is the most automated newspaper press available in the United States, with computerized control of inking and paper handling.

"The result is the ability to increase production to 70,000 papers per hour, with improved reproduction. And, most important, more attractive newspapers for our readers and advertisers."

Donald H. Patterson  
President and Publisher

*We're building an even better Baltimore Sun — so the most widely read newspaper in Maryland will continue to be a leader in the communications industry.*

**THE BALTIMORE SUN**  
**MORNING EVENING SUNDAY**

## Pulitzer prizes

(Continued from page 13)

homeless; Fox Butterfield, *New York Times*, for dispatches from China, and the staff of the *Los Angeles Times*, for Iran coverage.

A wide range of issues were covered by Robert L. Bartley, editor of the *Wall Street Journal*, in winning the Pulitzer for editorial writing. He has been with the Journal since 1962, working as a staff reporter in Chicago and Philadelphia before moving to the editorial page staff in 1964.

Bartley became editor of the editorial page in 1972 and in 1979 received the title

of editor of the newspaper, a title last held in 1971 by Vermont Royster, another Pulitzer Prize editorial writer.

An editorial November 6 on Chapquiddick was regarded as his most influential in 1979, generating as it did further comment in a number of other publications.

Also nominated as finalists in editorial writing were: John Alexander, *Greensboro* (N.C.) *Daily News*; Alfred Ames and Joan Beck, *Chicago Tribune*; Bruce C. Davidson, Thomas N. Oliphant and Anne C. Wyman, editorial writers, *Boston Globe*; Tom Dearnmore, *San Francisco Examiner*.

Don Wright of the *Miami News*, who won his first Pulitzer in 1966 for editorial cartooning, won again for the whole of his work during 1979. Wright is also cartoonist for Cox Newspapers and his

work is syndicated by New York Times Special Features.

Wright was a photographer and picture editor before he joined the News in 1963 as an editorial cartoonist. His drawings are animated for television and distributed by Newsweek Broadcasting.

Finalists in editorial cartooning were Richard Locher, *Chicago Tribune*, and Paul Szep, *Boston Globe*, who won in 1974.

In the spot news photography category, the Pulitzer Prize went to a photographer who remains unidentified at this time for security reasons. The photograph showing an Iranian firing squad executing Kurdish rebels and two former police officers of the deposed Shah was distributed by United Press International last August.

The photograph already has won second prize in the World Press Photo Contest, spot news category, and also the Pictures of the Year Competition first place award for spot news. The photograph ran in the E&P Pictures of the 70s selection last December 29 issue.

Larry De Santis, UPI managing editor, noted, "Standing by helplessly, armed only with a camera, this photographer did the only thing he could—made a photo, get it distributed and hope it would arouse the world to react and put an end to bloodshed. Because of the present unrest in Iran, the name of the photographer cannot be revealed at this time . . . the prize can be forwarded to him as soon as the trouble in Teheran is history."



Hagler



Blais

In feature photography, Erwin H. "Skeeter" Hagler, a Fort Worth native, wandered the Texas panhandle 10 days for the *Dallas Times Herald* capturing the romanticism and harsh reality of the Texas cowboys. Twenty-three of his pictures were published in two issues of the newspaper's Sunday magazine, with the view that except for helicopters and pick-up trucks, the cowboys still lead 19th-century lives.

Hagler, who attended the University of Texas School of Architecture, was a staff photographer with the *Fort Worth Star-Telegram* and the *Waco News-Tribune* before moving to the Times Herald six years ago.

Other finalists in spot news category

(Continued on page 56)

EDITOR & PUBLISHER for April 19, 1980

# LOC SYSTEM<sup>TM</sup>

"LETTERPRESS TO OFFSET CONVERSION"



THE SMITH LOC SYSTEM CAN TURN VIRTUALLY ANY WEB LETTERPRESS INTO AN OFFSET PRESS CAPABLE OF REPRODUCING FINE LITHO QUALITY.

CALL US TO TAKE A GOOD LOOK YOU'LL BE IMPRESSED WITH WHAT YOU SEE!



9040 Cody • P.O. Box 12205 • Overland Park, Kansas 66212  
TELEX 42516 (913) 888-0695



Wichita Falls, Texas, April 10, 1979 6:05 p.m.

## A perfect day for a marriage.

On April 10, 1979, venomous dark gray-green clouds spewed killer tornados down onto Wichita Falls, Texas. After what seemed like hours, the twisters snaked on, leaving the city paralyzed.

No power. No communication. In fact, almost no city. Now was the time for planning the wedding.

Dallas Times Herald reporters on the scene discovered

that the town was without a newspaper. Cut off from the outside world.

So, the staff in the field, as well as in downtown Dallas, quickly began preparing a newspaper for the city of Wichita Falls.

Publishing a special edition between newspapers 140 miles apart can be, even in the best of times, a stormy relationship.

But the Times Herald and the Wichita Falls Times worked together around the clock, so that by the next afternoon Wichita Falls had news. They could read that they had actually made headlines.

We undertook this project for people 140 miles away, because we're committed to news. All the news — for better or worse.

**Dallas Times Herald**  
The newspaper Dallas can be proud of.



**Introducing the first  
lower-priced text management  
system that can grow as fast  
as your newspaper.**



## Digital's new TMS-11/xe.

The new TMS-11/xe is the first text management system designed for medium-sized newspapers that don't intend to stay medium sized.

You start with a system of up to 32 terminals. You can use it for everything from creating, editing and routing story and classified copy, to interfacing with your phototypesetters.

Then as your newspaper expands you simply expand TMS-11/xe right along with it. All the way up to a 64-terminal system—more than twice the capability of any other system in its price range.

You can also add our CMS-11 classified package for taking ads at the terminal, credit checking, pricing, and even pagination. And you can add our TABS-11 business packages for better control of your accounting and circulation.

But Digital's TMS-11/xe offers you more than an easy way to grow. It also offers you proven reliability. Because it's based on one of the most popular minicomputers in the world: Digital's PDP-11/70. It's the same computer found in our larger TMS-11, which has been proven on more big newspapers than any other system.

In addition, you get unequalled support capabilities. We can diagnose your TMS-11/xe system over the phone, with a guaranteed response

time of 15 minutes. So when the Digital service specialist from one of our nationwide offices arrives at your newspaper, he already knows what the problem is and how to fix it.

The new TMS-11/xe, from Digital. If your newspaper needs are growing, make sure your text management system can grow too.

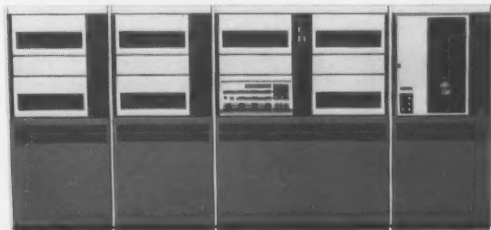
To learn more, attach your business card to the coupon or write: Digital Equipment Corporation, Graphic Arts Group, Merrimack, New Hampshire 03054.

Digital Equipment Corporation  
Graphic Arts Group  
Merrimack, New Hampshire 03054

Please send me additional information on  
TMS-11/xe.

My business card is attached.

European headquarters: 12 av. des Morgines, 1213 Petit-Lancy/  
Geneva. In Canada: Digital Equipment of Canada, Ltd. In  
Australia: Digital Equipment Australia Pty. Ltd., P.O. Box 491,  
Crows Nest, New South Wales 2065.



digital

## Pulitzer Prizes

(Continued from page 52)

were: Robert L. Gay, *Charleston* (W. Va.) *Daily Mail*, for a series on a crazed veteran and his hostages and Michael Haering, *Los Angeles Herald Examiner*, for a shot of a demonstrator being struck by a car in Beverly Hills.

Nominated also in feature photography were: David A. Kryszak, *Detroit News*, for a series on Cambodian children, and John J. Sunderland, *Denver Post*, for a hospice series.

In feature writing, Madeleine Blais, staff writer for the *Miami Herald's* *Topic* magazine won for her work in 1979, with "Zepp's Last Stand" cited in particular. Her articles about people are frequently cover stories in the Sunday magazine.

Blais studied at the College of New Rochelle and Columbia University Graduate School of Journalism and wrote free-lance for the *Boston Globe*, *Trenton* (N.J.) *Times* and the *Herald* before joining the *Tropic* staff.

Also nominated as finalists in this category were: Bonnie M. Anderson, *Miami Herald*; John R. Camp, *St. Paul Pioneer Press* and Saul Pett, AP.

## Scrapps-Howard

(Continued from page 11)

Chandler saying the grand jury could do its work without his help. Chandler was left to pursue his work of further disclosure of corruption in the state agency. It led to a dismissal and reforms including Virginia's first competitive bidding law.

Also in the First Amendment award, special mentions with citations went to: *Eunice* (La.) *Gazette* and publisher Anthony Pagnotta and editor Michelle Perkins for the small weekly's investigation of vote fraud in St. Landry Parish despite threats;

and *Des Moines Register* for a series of editorials on the First Amendment rights and responsibilities and joining in court cases and conducting seminars on the subject for journalists.

Grand Prize of \$2,500 and a bronze plaque in the Edward J. Meeman Conservation Awards competition went to Rod Nordland and Josh Friedman of the *Philadelphia Inquirer* for investigation of mismanagement of toxic wastes. The judges noted that courage was evidenced in publicizing events that bordered on chemical warfare and that revelations were unfolded with "a tireless verve" that held the reader's attention.

First Prize of \$2000 and citations for newspapers of more than 100,000 circulation went to Jim Adams and Jim Detjen of the *Courier-Journal*, Louisville, for "a vast and inventive pursuit of facts on hazardous wastes."

Second Prize of \$1000 in over-100,000 circulation and a citation went to Harold Scarlett of the *Houston Post* for "a notable story" on air pollution. Special mentions with citations in over 100,000 circulation went to: Martha Mangelsdorf, and Karen Freiberg, *Wichita Eagle and Beacon*; Bill Collier, *Austin* (Texas) *American-Statesman*, and Tom Harris, *San Jose Mercury News*.

First prize of \$2000 and citations for newspapers with circulations under 100,000 went to Chris Conway, John Schneller and Nick Kelsch of the *Columbia* (Mo.) *Daily Tribune* for excellence in reporting a rail disaster involving toxic substances.

Second prize of \$1000 and citations in the under 100,000 circulation group went to Chuck Cook and Jim Carlton, *Port Arthur* (Texas) *News* for excellence in investigative reporting of unethical and dangerous disposal of toxic wastes.

Special mentions went to: Martha Mangelsdorf and Karen Freiberg, *Wichita Eagle and Beacon*; Bill Collier, *Austin* (Texas) *American-Statesman*; Tom Harris, *San Jose* (Calif.) *Mercury News*; Mindy Cameron and Allen Short, *Lewiston* (Idaho) *Morning Tribune*, and Jane Kay, *Arizona Daily Star*.

(Continued on page 68)

EDITOR & PUBLISHER for April 19, 1980

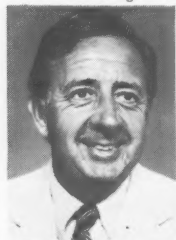
# Landon Seminars

(for newspaper people)  
(by newspaper people)

Newspapers are facing a period of rapid change. New strategies, new technology, new competition for advertising dollars are coming at us from all sides. What should you as a newspaper executive do about them? What do you need to know? How can you cut through the conflicting claims to get at the facts you need to make the necessary decisions?

One answer is: Landon Seminars: **Landon Seminars are designed to meet the specific needs of newspaper management by providing the information you need to know on the subjects you need to know about.**

In charge of Landon Seminars is Robert Leyburn, who returned to the newspaper business as Executive V.P. of Landon Associates after a successful career as a magazine publisher with McGraw-Hill. His McGraw-Hill experience



Robert L. Leyburn  
Executive V.P.



Richard Hare  
Consultant

included organizing and managing dozens of industrywide seminars. Working with him is Richard Hare, who as an advertising and marketing executive and consultant, has worked with more than 150 newspapers.

Recently, over 225 newspaper executives found Landon's Alternate Delivery Seminars informative and stimulating . . . "time well spent on an important subject," states Wayne Patrick, Publisher, Evening Herald, Rock Hill, S.C. **Landon's Summer Seminar, August 3-7, will combine vital information with an enjoyable environment at the famous Homestead, Hot Springs, Va. The subject: "Strategic Planning". The purpose: to give you a method of strategic and financial planning to cope with industry changes forecast during the next 3 years -- through 1983.**

If you would like more information on Landon's Summer Seminar or wish to receive notices of future Landon Seminars, call or write Owen Landon, President, or Bob Leyburn at Landon Associates, Inc., 750 Third Avenue, New York City 10017, (212) 867-1112.

**LANDON SEMINARS**  
a division of **LANDON ASSOCIATES, INC.**  
A Newspaper Marketing Company

# AFTER FIRE HIT THE NEVADA APPEAL, THEY NEEDED A LOT MORE THAN SYMPATHY.

On Wednesday, March 28, 1979, fire struck the Nevada Appeal, destroying everything but the pressroom.

Eight days later, the 115-year old Carson City daily was publishing under its own power. Their comeback is a graphic example of the power of people working together.

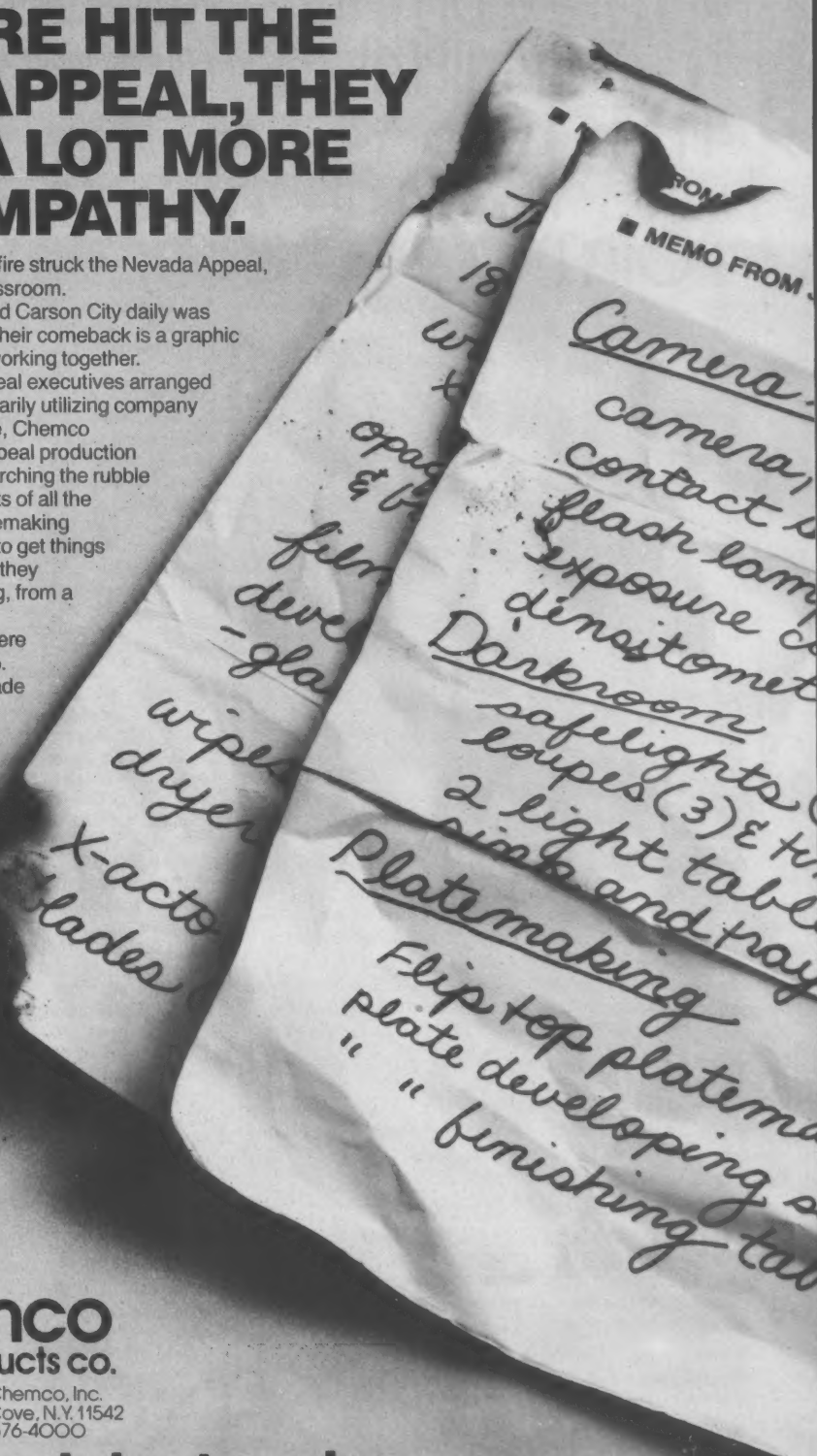
The morning after the fire, Appeal executives arranged to continue publication by temporarily utilizing company facilities in Las Vegas. Meanwhile, Chemco representative Paul Shirk and Appeal production manager Jack Gibson began searching the rubble and their memories, compiling lists of all the cameraroom, darkroom and platemaking equipment and supplies needed to get things going again in Carson City. What they needed was just about everything, from a new camera to T-squares.

All the resources of Chemco were mobilized for the replacement job. When truck and airline strikes made normal deliveries impossible, Chemco people used their own vehicles to fill the gap.

By Monday of the next week Chemco experts were personally supervising the construction of new temporary darkroom and cameraroom facilities. And by Friday, just 8 incredible days up from the ashes, the plant was back in full operation.

It tells you something about the determination of the people at the Appeal.

And the commitment of the people at Chemco.



**Chemco**  
photoproducts co.

Division of Powers Chemco, Inc.  
Charles Street, Glen Cove, N.Y. 11542  
Telephone (516) 676-4000

**We get personal about service.**

# THE EDITING TERMINAL THAT LETS YOU HAVE YOUR OWN POINT OF VIEW.



The new 2277 MKII terminal was developed by Teleram Communications Corporation, the leader in video display terminals for remote copy entry. It is a powerful, stand-alone text editing display terminal especially designed for the distributed data processing and smart cluster market and features a detached keyboard that adjusts to any position most comfortable for you. No more glare, no more cramped positions.

Designed with a powerful microprocessor, the 2277 MKII is enhanced still further with a built-in mini-floppy disk system that stores up to 84,000 characters, an acoustic coupled modem for transmission over telephone lines, and a comprehensive software package that makes this terminal one of the most powerful in the marketplace.

The 2277 MKII is designed for the remote gathering of news, inter-office correspondence, financial data, and all other text which must be written, corrected and transmitted to another location. As a single stand-alone terminal, or when used in a cluster, the MKII is the ideal remote entry device for business telecommunications networks.

For information including our latest brochure, please write Teleram Communications Corporation, 2 Corporate Park Drive, White Plains, New York 10604. Telephone (914) 694-9270. Telex 646658.

## TELERAM

### The political animal—No. 552

No doubt because this is an election year, I have been asked twice recently whether the term *candidate* can be properly applied to someone who has not been nominated for an office. There is no doubt that this is standard usage; dictionaries are unanimous in defining the word as "one who seeks or is put forward for" a post.

After nomination, of course, the candidate becomes a nominee, and from this point the terms are interchangeable. *Candidate*, incidentally, comes from the Latin meaning *pure*, and candidates in ancient Rome wore white togas to advertise their integrity. If candidates today were required to establish any such qualification, we might not have any. (*Candid* comes from the same root.)

\* \* \*

Ben Bassett of Larchmont, N.Y., defends Ambrose Bierce against my criticism that many of his caustic judgments on usage, dating from 1909, are no longer applicable. I may have been too sweeping in my comments on Bierce. At any rate, Bassett agrees that Bierce was (or is now) wrong in refusing to accept *over* for *more than*, but concurs in his view that a candidate must have been nominated. There's no arguing about tastes.

Bassett goes on to say, "Bierce made a telling point in describing *the* as terribly overworked. It still is." Bierce's entry on this subject cites "the cholera," "the smallpox," "the scarlet fever." But we do not any longer preface the names of these ailments with *the*, nor do we use it in other examples Bierce gave. Bassett commends the Associated Press (or should I have said "commends Associated Press?") for having dropped *The* from its logotype in ads.

The fact is that newswriters often omit *the* where standard usage calls for it; this is one of the marks of journalese. They write "City Council decided last night" instead of "The City Council decided . . ."; they write "Responsibility was entirely his" instead of "The responsibility." *The* is most likely to be omitted as the first word of a lead under the delusion that this makes for breezier writing. Some teachers of journalism, especially in high schools, actually advocate this.

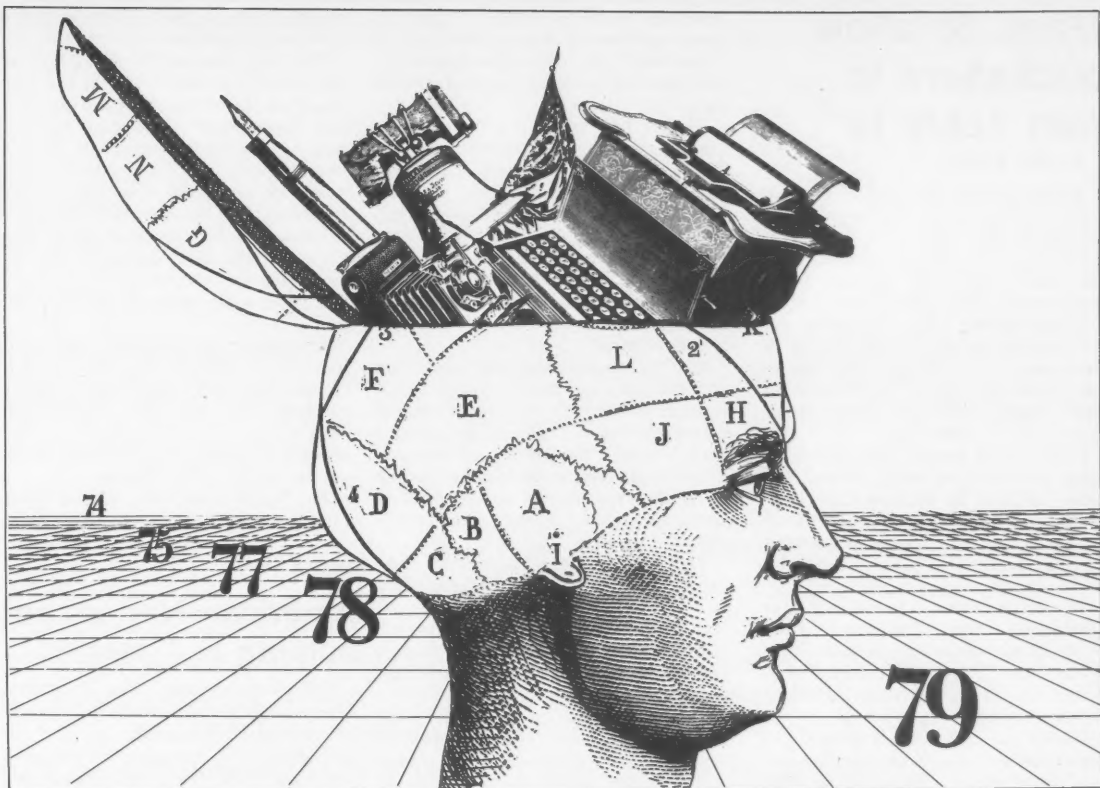
There are good reasons why *the* should not be omitted from such constructions. It compels the reader to supply the missing article, and to choose between *the* and *a*, which make an important distinction. This is especially true of false titles. When the reporter writes "actress Suzie Doakes," does he mean "the actress" (one whose name we are expected to recognize) or "an actress"?

Omission of desirable *thes* makes news stories sound like telegrams, and far from enhancing readability impedes it. Desirable *thes* are never omitted in conversation, which hews to essentials, even at the least literate level, though they may come out there as "duh." In criticizing this fault, the late Ted Bernstein paraphrased the Bible: "If I forget *the*, O Jerusalem, let my right hand forget its cunning."

\* \* \*

Roger Beck complains that I went "to great length to discuss the differential in usage of *where* and *when*." I suppose he meant went "to great lengths to discuss the difference." Although *differential* is a synonym of *difference*, it is an odd fish in this sense. "The word is usually reserved for a gear in a car.

Well, the discussion concerned the suitability of *where* for *in which*, and Beck wondered why I had not prescribed *wherein*: "There are many cases wherein . . ." The reason I did not suggest *wherein* should be obvious; the word is quaint, if not archaic, and finds its only modern use in the stilted phraseology of legal documents.



# Masters of the Trade.

Masterly reporting. Readers expect it from fine newspapers. And that's what Central New England readers get from the Worcester Telegram, The Evening Gazette and the Sunday Telegram.

Five out of the last six years, Telegram and Gazette reporters have won the top individual award in New England journalism.

The prestigious "Master Reporter Award" is given annually by the New England Society of Newspaper Editors. The judging criteria are versatility, lucid prose and sustained journalistic excellence.

Most of the major papers in New England nominate a reporter every year. Among those usually represented are dailies in Boston, Providence, Springfield and Hartford.

The competition is tough.

The latest winner is Kevin Wolfe of the Worcester Telegram staff. Currently Wolfe writes about entertainment and the arts. But he's also covered City Hall and a variety of general assignments during his four-year career in Worcester.

Range. Depth. Clarity. Enthusiasm. Fine writing. They're some of the qualities Master Reporters bring to the pages of the Worcester Telegram, The Evening Gazette and the Sunday Telegram. These same qualities set standards for the creative work of all 200 news professionals at the Telegram and Gazette. Day after day. Year after year.

Masterly reporting. Expect it from the Telegram and Gazette.



WORCESTER TELEGRAM    The Evening Gazette    SUNDAY TELEGRAM

# Mass. to allow publishers to own cable tv

By Bill Kirtz

Massachusetts newspapers can own cable television outlets in any community where their circulation doesn't exceed 50% of the occupied housing units, the state's Community Antenna Television Commission indicated last week.

Commissioner Jeffrey R. Forbes said the six-page decision applied only to the *Providence (R.I.) Journal* but that "it may serve as a guide" to the commission's interpretation of "major circulation areas" in other cases.

Forbes had requested newspaper group comments on the cross-ownership issue, and said his decision came in response to "several requests" for clarifications of a Massachusetts law prohibiting a newspaper from owning cable tv in its "major circulation areas."

The decision allows Providence Journal subsidiary Colony Communications to go ahead with cable license applications in six Massachusetts communities—Attleboro, Mansfield, North Attleboro, Norton, Plainville and Taunton.

Forbes, seeing the potential for but no actual restriction of economic competition and diversity of opinion resulting

from newspaper ownership of cable systems, said he will interpret the law "to allow flexibility in the experimental development of newspaper-related services on cable systems."

Forbes had asked press groups for their comments three months ago. The *Attleboro Sun Chronicle* had opposed the Colony Communications licenses, arguing that these and the *Journal's* circulation in the six-community area "might ultimately result in the Providence Journal not only controlling completely the television outlets in the area, but, also, driving our currently competitive newspapers."

But the commission determined that the *Journal's* circulation in the towns ranged from 15 to zero %. Given a lack of actual restriction of competition or ideas, Forbes ruled, "this agency will interpret (major circulation areas) to allow flexibility in the experimental development of newspaper-related services on cable systems."

The Massachusetts Newspaper Publishers Association had called the ruling of extreme importance "because of cable's potential to affect dramatic changes in the delivery of news to home readers and viewers, possibly in this new decade."

The MNPA's board of directors last month unanimously endorsed repeal of the section of the Massachusetts statute that prevents papers from owning or

being a franchiser of a cable tv system in their home markets.

The Quincy-based *Patriot Ledger*, responding to Forbes' request for comments on the cross-ownership question, said "newspaper distribution by cable may well become a reality in the next two decades and The *Patriot Ledger* would be extremely concerned by any construction of the current statute which prohibited a locally-based paper from acquiring the local cable system but permitting such ownership by a more distant paper with significant local circulation."

Recently, a three-member division of the Public Utilities Control Panel of Connecticut unanimously upheld an earlier ruling that the Times Mirror Company's ownership of the *Hartford Courant* and two cable tv companies would not be in the public interest.

The initial ruling had ordered Times Mirror to divest itself of either the tv companies or the state's largest newspaper by April 1, 1981.

## American Newspapers acquire N.J. Herald

Quincy Newspapers, Inc., of Quincy, Illinois, and Press Publishing Company of Sheboygan, Wisconsin, are now the sole owners of American Newspapers, Inc., publishers of the *New Jersey Herald*, Newton, New Jersey.

Quincy Newspapers and Press Publishing recently purchased the shares of the *Troy Daily News* of Troy, Ohio, and several individuals, bringing their ownership to 67.7 and 32.3% respectively.

American Newspapers was formed in 1969 by seven groups made up of newspaper corporations and individual newspaper executives, of which only Quincy and Press now remain.

American Newspapers purchased the *New Jersey Herald*, which at that time published Sundays and Thursdays, on December 8, 1969. In March of 1970, the *Herald* converted to an evening and Sunday paper and since that time has grown to a circulation of almost 18,000 daily and 25,000 Sunday.

Thomas A. Oakley, president of Quincy Newspapers, Inc., and Anthony M. Werner, president of Press Publishing, in a joint statement reiterated their confidence in the *New Jersey Herald* and Sussex County, and expressed pleasure at their companies' having the opportunity of becoming the sole owners.

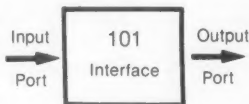
Quincy Newspapers also publishes the *Herald-Whig* in Quincy, Illinois, and owns WGEM am, fm and tv in Quincy, as well as WSJV-tv, ABC, South Bend-Elkhart, Indiana; KTTC-tv, NBC, Rochester, Minnesota; WVVA-tv, NBC, Bluefield, West Virginia, and WBOW-am and WBOQ-fm, Terre Haute, Indiana. Press Publishing publishes the *Sheboygan Press* in Sheboygan.

EDITOR & PUBLISHER for April 19, 1980

# 101

## INTERFACE

Introducing the newest addition to the Xitron family of interfacing. The 101 Interface is designed for the user who needs to interface between only two devices. The I/O is all modular and is interchangeable with our Universal Interface. At \$2700, it is the lowest cost interface available today! Please contact us for more information.



**XITRON**

814 Phoenix Dr., Ann Arbor, Michigan 48104 USA

Telephone: 313/971-8530

**T**HIS WEEK HONOLULU IS THE NEWS CAPITAL OF THE WORLD. That is one way of saying that this uniquely beautiful city has been selected—for the first time in history—as the site for the annual gathering of the American Newspaper Publishers Association (ANPA), the organization that represents and speaks for the nation's press.

An ANPA convention always is an important event, but never more so than today, when our country faces economic crisis at home and diplomatic challenge abroad. Newspapers, with their unique ability to give depth and perspective to the news, remain this nation's most important asset in understanding and evaluating today's events—and preparing for tomorrow's.

PARADE Magazine is proud to be part of this great newspaper community. In our own way, we too cover the world, seeking to bring readers closer to our time's leading personalities, emphasizing the human element in today's happenings, telling in words and pictures what the new trends in everything from science to style mean to us all. We appear every week in 130 leading Sunday newspapers with a combined circulation of nearly 22 million. That's a lot of newspapers and a lot of people, and we try to use our impact and our influence wisely, in the traditions of a journalism that is at once lively and responsible.

So we're happy to extend our welcome to the ANPA as it gathers for this important meeting in Hawaii. The people who print the news are now helping to make news themselves, for with them are many world leaders who have selected this forum for significant statements and pronouncements.

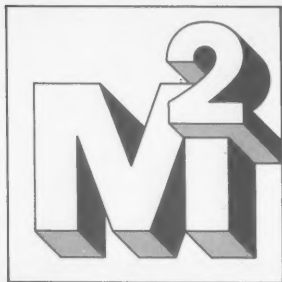
We wish the ANPA delegates a fruitful and memorable stay in the Islands, and we are confident they will leave with a renewed dedication to the basic principle we all share of a free press serving a free people.

THE EDITORS OF  
**parade**

*"We are delighted by International's forthcoming move to area billing of newsprint which will give us a saving and a greater degree of control in checking yields."*

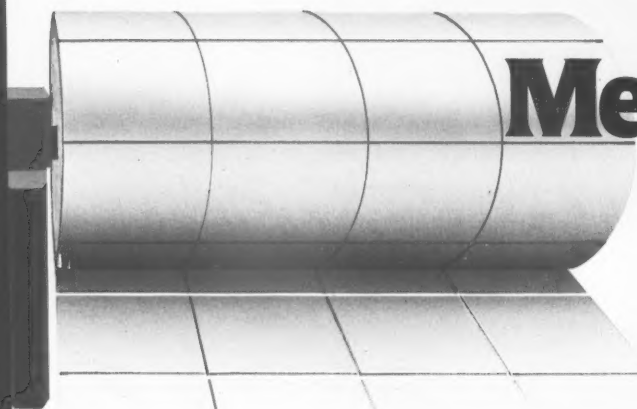
Pat Montague  
Birmingham Post and Mail  
Birmingham, England

**Accuracy=  
Savings=**



**Area  
Measurement=**

**A simpler,  
more accurate  
invoicing method.**





International Paper Sales Company Inc. has recently effected a new, cost-saving invoicing system called M<sup>2</sup> Area Measurement. Encouraging letters from the paper industry have confirmed IPSCO's decision—it's the right move at the right time. M<sup>2</sup> Area Measurement is gaining wide-spread approval and acceptance for a very good reason: it is simple, basic and makes a lot of good sense. It means newsprint will now be bought by publishers in the same way it is used and sold to the advertiser—by area.

All International Paper Sales newsprint winders are equipped with digital electronic length counters. They measure the exact length of newsprint in each roll of paper. When multiplied by the roll width, they give the precise area of newsprint to be sold.

Invoices will continue to list roll size, roll number, kilos and linear meters in addition to square meters. Only the method of invoicing will change.

The advantages are obvious. A purchaser of International Newsprint® will be able to calculate precisely the number of copies he can produce from a roll of newsprint. No longer will he pay for the non-returnable core or wrapper... no more elaborate waste reporting systems.

To date, buying paper by weight has always meant fluctuations in costs due to basis weight variations. IPSCO will continue to maintain basis weight, but now only the exact area of newsprint received will be invoiced. No more, no less.

*"I agree and am very favorable to the concept. It is a significant step to buy a basic raw material the way it is used."*

Clifton D. Camp  
St-Petersburg Times and Independent  
St-Petersburg, Florida



ROLL NO.	WEIGHT (KGS)	LENGTH (M)	WEIGHT (KGS)	LENGTH (M)	WEIGHT (KGS)	LENGTH (M)
147326	830530819	820	11364	3300880405	820	11392
	330081018	820	11465	3300810105	820	11305
	330081020	820	11465	3300810105	820	11305
	330081304	820	11465	3300810105	820	11305
	3300812594	820	11465	3300810105	820	11305
	3300810808	820	11465	3300810105	820	11305
	3300812384	820	11465	3300810105	820	11305
	3300812100	820	11465	3300810105	820	11305
TOTAL TONS			19.8640	TOTAL METERS		10886

INVOICE NUMBER

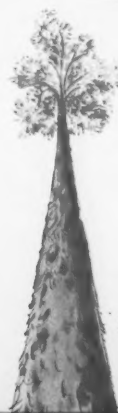
INTERNATIONAL PAPER SALES COMPANY INC.

405.4099 (1000 sq. m.) PER 1000 sq. meters

INVOICE



FOR MORE INFORMATION CALL YOUR INTERNATIONAL NEWSPRINT® REPRESENTATIVE IN  
 • ATLANTA, GEORGIA—(404) 892-0980 • CHICAGO, ILLINOIS—(312) 726-3125  
 • DALLAS, TEXAS—(214) 243-8709 • TARRYTOWN, NEW YORK—(914) 631-3401  
 • MONTREAL, CANADA—(514) 878-4855.



See you under the Super Tree  
at ANPA-RI, Booth 743,  
Atlanta, Ga. June 7-11, 1980.

## Synergistic approach to target marketing

Several new approaches to newspaper marketing have been developed at the Worcester (Mass.) *Telegram and Gazette* over the past year and a half.

Through a series of Targeted Marketing Projects, the Worcester newspapers have tested and evaluated a number of different techniques for building sales. The underlying premise of the projects is that synergy adds strength.

Basically, the targeted marketing program involves identifying key submarkets, then zeroing in on them with a carefully planned marketing barrage. Direct mail has been a key part of the mix, with mail response running as high as 5.6%. Net-paid increases in the targeted submarkets have averaged between 10 and 20% in the face of vigorous competition.

The synergistic approach is a key part of the projects, both internally at the Worcester papers and in field operations.

Planned and coordinated by the Promotion Department, each project begins with research. Using data from a recent Yankelovich, Skelly & White market study, plus ABC and other sources, a submarket is selected. It might consist of a single large community or a cluster of smaller ones which have related concerns and demographics. Trend lines of *Telegram* and *Gazette* circulation penetration, as well as those of competing papers are taken into consideration.

Then promotion, circulation, news, advertising, and computer service personnel meet to discuss the problems and potential of the target submarket. Field people including district managers and regional news bureau reporters are included in the discussions at the outset.

The first project involved an outlying city of 12,000 households where *Telegram* and *Gazette* circulation had been in a gradual decline for several years.

Circulation field personnel compiled a total subscriber/non-subscriber list for input to the computer. Meanwhile planning sessions were held to devise strategies and set goals.

The project was launched with a one-shot direct mail piece to all non-subscriber households. The piece included a teaser envelope with "Something about your home puzzles us. . . ." on the outside. Inside, the head picked up with ". . . We're not delivering a *Telegram* or a *Gazette* there." Copy described the benefits of a home delivered subscription and made a 13-week, half-price offer. The mail piece was designed

to serve both as a sales solicitation and an announcement of the promotion, opening the door for subsequent calls. The response rate totalled out at 3%. At the end of 10 weeks, reply cards were still trickling in, indicating the long shelf life of direct mail solicitations.

As postage-paid return cards came back, names were moved from non-subscriber to subscriber status.

In the next phase, all households not responding to the card were given to carriers and motor route operators for at-door solicitation.

The third phase involved telephone solicitation of all remaining non-subscribers.

The results? Off a non-subscriber base of about 10,000 households, 2,000 orders were written over the three-month project. These orders translated into about 700 net paid, morning, evening, and Sunday combined at the end of the project. This represented about a 16% average circulation increase for the Worcester papers in the target community.

Most of the target households were given a one-week morning and Sunday sampling over the course of the three months. Because of the presence of a local p.m. in the community, emphasis throughout the campaign was on selling the morning and Sunday papers. The *Evening Gazette* was, of course, made available, too.

Another wrinkle was the introduction of a "report card" mailing in the 10th week of every 13-week, half-price subscription. Readers were invited to send back a postage-paid card, grading delivery, local news content, appearance and overall usefulness. A surprising 28% of the new subscribers took time to fill out the cards and return them. This feedback plugged in responses to delivery and service problems, while giving valuable comments about editorial content.

Although advertising did not play a central role in this first targeted marketing project, local retailers were apprised of the efforts and some noted a definite upswing in activity attributable to the promotion and increased circulation.

Since the first project was executed and analyzed in late 1978 and early 1979, the *Telegram* and *Gazette* have continued to expand and refine the targeted marketing concept. Two additional projects have been completed and a fourth is now being launched. A 12-month planning schedule has been laid out and



**THE NEXT ONE?**—Craig C. Standen, a 7-year veteran of the R.J. Reynolds Tobacco Company, will join the Newspaper Advertising Bureau in New York as executive vicepresident for sales, a newly created post which also includes a position in the three-member office of the President. The appointment, the creation of the position and Standen's marketing reputation make him a leading candidate to succeed NAB president Jack Kauffman when he retires in 1982.

long-range strategies are being mapped.

A few tentative conclusions have emerged, at least for the Worcester market.

First, direct mail has a place in newspaper circulation sales. The original direct mail piece was redesigned for the second project and the response rate rose from 3% to 5.6%. As a percentage of total orders gained in a given project, direct mail has accounted for between 15% and 30%.

Second, adult salespersons are more effective than carriers, contrary to some traditional opinions. In the second targeted project, two very similar, neighboring suburban communities were selected. In one, all at-door solicitations were done by trained adult sales crews drawn from our regular phone sales room. As a test, all at-door selling in the second community was done by adult-supervised carriers. The adult salespeople outsold the carriers by a 40% margin.

The third conclusion is that a straightforward half-price offer is a powerful inducement to cross the buying threshold. In a number of cases, former customers who had dropped because of past service problems indicated that they were resubscribing because of the half-price offer.

Fourth, the healthy report card responses show that readers will provide feedback if the medium is simple, quick and convenient. The number of respondents who took extra time to write observations in an "additional comments" area of the card was also surprising.

EDITOR & PUBLISHER for April 19, 1980

# A WORLD OF DIFFERENT PUBLISHERS...

is gathering in Honolulu this week to talk about world issues, meet world leaders and expand their own professional horizons. Among those leaders of the nation's free press will be the publishers of Gannett's 82 daily newspapers: the men and women who guide their newspapers to serve their communities.

The eighteen Gannett publishers who are new to the company or to the jobs they hold since the last ANPA convention are introduced here. On the next two pages are their other Gannett colleagues.

At Gannett, some of our best friends are publishers.



**GANNETT**

A WORLD OF DIFFERENT VOICES  
WHERE FREEDOM SPEAKS

## NEW ASSOCIATES



William Keating  
Cincinnati, Ohio



John Siegenthaler  
Nashville, Tenn.



Wishard Brown  
San Rafael, Calif.



Michael Gage  
Green Bay, Wisconsin



James Gunderson  
Sturgis, Michigan



Frank Plano  
Wausau, Wisconsin

## NEW APPOINTMENTS



Gerald Bean  
Rockford, Illinois



Albert Dolata  
Oakland, Calif.



Brian Donnelly  
Westchester-Rockland,  
New York



Eugene Dorsey  
Boise, Idaho



James Graham  
Springfield, Missouri



Maurice Hickey  
Rochester, New York



Terry Hopkins  
Ithaca, New York



Joseph Lyons  
Wilmington, Del.



David Mazzarella  
Bridgewater, New Jersey



William McKinney  
Marietta, Ohio

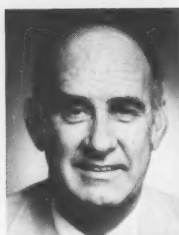


Pamela Meals  
Coffeyville, Kansas



Robert Miller  
Battle Creek, Michigan

# MEET MORE GANNETT PUBLISHERS



Phillip Abrell  
Port Huron, Michigan



Kenneth Andrews  
Monroe, Louisiana



Mal Applegate  
Lafayette, Indiana



Christy Bulkeley  
Danville, Illinois



Harold Burdick  
Huntington, West Virginia



Gary Chappell  
Fremont, Nebraska



Susan Clark  
Niagara Falls, New York



Neil Collins  
Richmond, Indiana



Fred Eaton  
Binghamton, New York



Frank Feuille III  
El Paso, Texas



Larry Fuller  
Sioux Falls,  
South Dakota



Paul Flynn  
Ft. Myers, Florida



James Geehan  
Tucson, Arizona



Robert Lee  
Ft. Collins,  
Colorado



Warren Lerude  
Reno, Nevada



James Lewis  
Olympia, Washington



John McMillan  
Salem, Oregon



Ariel Melchior, Jr.  
U.S. Virgin Islands



Steven Studt  
St. Cloud & Little Falls,  
Minnesota



Linda Toohey  
Saratoga Springs,  
New York



Richard Thomas  
Marion, Indiana



Mickie Timmons  
Chillicothe, Ohio



Robert Udick  
Agana, Guam



Clifford Barnhart  
Pensacola, Florida



Tams Bixby III  
Muskogee, Oklahoma



Richard Bottorf  
Burlington, Vermont



Margaret Jean Boyer  
Visalia, California



Howard Bronson  
Shreveport, Louisiana



Robert Collins  
New Kensington,  
Pennsylvania



Robert Collson  
Elmira, New York



George Dastyck  
Utica, New York



James Daubel  
Fremont &  
Port Clinton, Ohio



Gregory Deliyanne  
Lansing, Michigan



Philip Gialanella  
Honolulu, Hawaii



N.S. Hayden  
Camden, New Jersey



J.C. Hickman  
Iowa City, Iowa



William Honeysett  
San Bernardino,  
California



Robert Huttenhoff  
Salinas, California



Marjorie Paxson  
Chambersburg,  
Pennsylvania



Walter Ryals  
Santa Fe, New Mexico



Vincent Spezzano  
Cocoa, Florida



Robert Uecker  
Stockton, California



Richard Wager  
Poughkeepsie, New York



Charles Wanninger  
Bellingham, Washington



**GANNETT**

A WORLD OF DIFFERENT VOICES  
WHERE FREEDOM SPEAKS

# CBS planning to introduce 2 new supps

By Andrew Radolf

*Family Weekly*, which has concentrated the 12.2 million circulation of its rotogravure newspaper supplement in suburban and medium sized metro areas, has two magazines in development which would enable the CBS-owned company to expand its coverage into both the top 25 metro markets and smalltown communities, Mort Frank, president and publisher of the subsidiary disclosed.

For three years, *Family Weekly's* management "has been up to our ears studying the potential" of publishing a rotogravure weekly tv book which the company would sell "to dailies in the top 25 markets," Frank said. "It will be similar to, but different from *TV Guide*. Ours would have national stories and pictures but would also be tailored for each market with a log and stories."

Although most of the dailies in the major markets already publish their own tv books, Frank believes the need for *Family Weekly's* proposed tv supplement exists because "most of the major papers' tv books are losing money. There are at least 17 different tv book

formats in the top 25 markets which makes it hard for national advertisers to prepare ads. There's no common selling of the tv reading audience. It takes money and commitment that's credible from the newspapers' and advertisers' point of view.

The company has published a couple of prototypes for television supplement, named *TV Weekly*, and Frank said reaction from both national advertisers and newspapers has been favorable.

"We wouldn't have spent all this time and money if we had encountered any reluctance," he remarked.

Another reason for limiting any future publication of *TV Weekly* to 25 subscribers is to keep its production manageable, Frank added.

"There's no way we could produce separate editions (of the tv book) for all 354 of *Family Weekly's* subscribers," he stated.

Frank said the "relative scarcity of rotogravure newsprint and the increasing price of all newsprint" were two obstacles to *TV Weekly's* beginning publication.

"We have to be certain of a long range supply of paper before we go ahead with it," the publisher commented. "I like to have all my ducks in a row before I announce anything."

Frank also has been "spending some time" studying the feasibility of publish-

(Continued on page 72)

## S-H awards

(Continued from page 56)

Winner of the Walker Stone Editorial Awards were Barbara Stanton of the *Detroit Free Press*, first, with Betsy Poller and William Hallstrom of the *Miami News*, second.

Stanton, who receives \$1000 and a bronze plaque won for "outstanding examples of fine writing, displaying a consistent gracefulness of style, clarity of thought, breadth of interest and strength of argument."

Judges said the Miami News writers illustrated crusading editorial page journalism at its best. Second prize was \$500 and a citation.

First prize winner of the Ernie Pyle Memorial Award was Bob Morris of the *Fort Myers (Fla.) News-Press*. The award is for outstanding human interest reporting in the tradition of Ernie Pyle. Morris won \$1000 and a medalion for his stories, "From Fort Myers to San Francisco."

He travelled back roads and through cities talking with Americans for a cross-country tapestry of the character of the people.

Second prize winner in the Ernie Pyle competition was Madeleine Blais of the *Miami Herald*, who earlier this week also won the Pulitzer Prize for her feature writing. She won \$500 and a citation.

In addressing the annual Scripps-Howard Foundation awards luncheon, the editor-in-chief of United Press International said American journalists face their most challenging year ever in the battle to report freely.

H.L. Stevenson predicted 1980 will see reporters having a "tougher and tougher" time in doing their jobs. "Overseas correspondents have long been accustomed to restraints and censorship. These pressures continue all over the world.

"The real combat zone has shifted to the United States," he said.

Stevenson cited courtroom closures, increased use by attorneys of subpoenas to get reporters to testify, libel suits and threats, and efforts to narrow Freedom of Information laws.

## Dealers sue dailies

Oregonian Publishing Co., Portland, are the subject of a \$157 million class action anti-trust suit filed by a group of 42 independent dealers because they have been threatened with cancellation of their contracts if they distribute inserts that had previously been inserted in the two newspapers. Patrick L. Marlton, circulation director for the Newhouse papers, who was also named in the suit, said "we will defend vigorously any court action." The suit was filed in U.S. district court in Portland.

EDITOR & PUBLISHER for April 19, 1980

## MANAGEMENT PLANNING, Inc.

In business for more than forty years with a permanent staff of thirty-five providing a wide range of financial services to newspapers and other closely-held businesses.

Stock Valuations-  
For Estate and Gift Taxes,  
Stockholder Planning, ESOP's,  
Estate Freezing  
Expert Testimony  
Tax and Financial Planning for Principals  
Course of Action Studies  
Preferred Stock Recapitalizations and  
Estate Freezing Plans



190 Nassau Street  
P. O. Box 611  
Princeton, N.J. 08540  
Telephone (609) 924-4200

Robert M. Meyers,  
President  
Roy M. Cockburn,  
Vice President

# In Philadelphia, The Bulletin delivers the "at home" reader. And the "at home" reader delivers the sales.

The 1979 Belden Study of Shoppers Who Read Philadelphia Newspapers is providing "landmark" findings for advertisers searching for a quality audience.

It compares daily "at home" readers versus "out of home" readers.

With these results:

"At home" readers spend 26% more time with their newspapers.

"At home" readers are more involved with their newspapers — take specific action like clipping an ad or coupon. (84% versus 70%).

"At home" readers make more purchases. (79% versus 65%).

"At home" readers "shop the ads" more often. (46% versus 30%).

"At home" readers make more trips to advertiser stores. (73% versus 58%).

58% of all shoppers who read a Philadelphia newspaper at home read The Bulletin.

That's in the 8-County Metropolitan Area (SMSA) — where The Bulletin's circulation lead over the Inquirer is 108,820. And 90% of Bulletin readers read The Bulletin at home.

The Bulletin delivers the "at home" reader and the "at home" reader delivers the sales.

That's "House Power." And in Philadelphia, only The Bulletin has it.

**"Keep on delivering  
shoppers, Bulletin.  
That's why you're  
Number One."**

## The Bulletin

Morning. Evening. Weekend. Sunday.

# Gannett's tv production firm eyes print tie-ins

By Andrew Radolf

The acquisition of Gateway Productions and its sister company, Filmpower/Tapepower, a post production house for film and videotape, puts Gannett Company on the inside track in the development of audio-visual information programs which can be distributed by a variety of means: broadcast, syndication, cable, satellites, and retail sales of video discs and cassettes.

Since its creation in 1974, Gateway has earned distinction in the television documentary field with productions such as "World Hunger? Who Will Survive" which aired on PBS, "It's Tough to Make it in this League" on pro football for ABC Sports, and three programs syndicated by Capital Cities Communications: "Inflation—the Fire that Won't Go Out," "A House Divided" about the U.S. House of Representatives, and "The \$45 Billion Dollar Connection" detailing how the cost of U.S. oil imports affects the world and domestic economies.

"What we do is software," commented Dick Hubert, one of Gateway's

three partners. "It can be distributed via satellite, over the air, cable, film rentals, any which way. All these people investing in expensive systems like cable and satellites—what are they going to put on them? The consumers aren't buying technology. They're buying the information that comes with the technology."

Before he helped form Gateway, Hubert had been a producer-writer with ABC-tv News from 1964 to 1968 and then executive producer for Westinghouse Broadcasting Company's documentary unit, Urban America.

Gateway's other partners are Paul Galan, who had been a director of news documentaries for ABC-tv and Westinghouse, and Moriv Schwartz, who specializes in post production including film and videotape editing.

"The day is fast approaching when we will be able to reach our audience directly, like print people, through the sale of video cassettes and discs. Then everybody will be his own programmer," Hubert continued. "Information programs are going to the biggest market (for cassettes and discs). If Gan-

nett can establish a franchise in certain kinds of programming, it will be like starting a new newspaper or magazine. Video discs can become a weekly issue of a special program on sports, for example. They're (Gannett's management) basically looking for us to take the lead and find ways to get into these fields."

Hubert noted it will "require a lot of units in place" before marketing Gateway's information programs in disc or cassette formats becomes feasible.

Gateway's partners had no intention of putting their company up for sale when Gannett approached them, Hubert said.

"We had identified Gannett as a billion dollar conglomerate which should be doing tv journalism and talked to its broadcast division about our doing tv documentaries for it. It turned out they had other ideas and offered to buy us," he explained.

Hubert would not reveal the price or how Gannett paid for Gateway but termed the deal "very fair."

Gannett owns 7 television stations in 7 states: KPNX-tv, Phoenix, Ariz.; KARK-tv, Little Rock, Ark.; KBTv Denver, Colo.; WXIA-tv, Atlanta, Geo.; WPTA-tv, Fort Wayne, Ind.; WLKY-tv, Louisville, Ky.; and KOCO-tv, Oklahoma City, Okla.

Gannett will provide Gateway with "capital resources unparalleled for an independent producer," Hubert remarked. "They've offered us the financial backing for expansion and investment in original programming. For the first time we'll be able to have ownership in our projects because of the capital from Gannett."

One venture in which Gateway has invested is a proposed series of 13 half hour programs on American foreign policy since World War II. Its working title "The Illusion of Peace," the series is a collaborative effort with NYT Productions, a wholly owned subsidiary of the New York Times Company, and has a \$2.3 million budget for production costs. Former New York Times reporter Tad Szulc will be the project's writer.

"Right now we're looking for advertisers," Hubert commented on the project. "We're not going to produce anything until the series is sold."

Observing that "the major money" to be gained by both partners in the series will come from "sales to foreign broadcasters," Hubert said Gateway will receive a share of the overseas royalties in addition to a fee built into the production cost of each half hour show. NYT Productions will get its money from sales in the United States and abroad.

Gateway will also receive royalties from any future video disc or cassette sales of the series.

The collaboration with the Times Co. illustrates how Gateway's audio-visual

(Continued on page 76)

EDITOR & PUBLISHER for April 19, 1980

## The revolution in Great Advertising Supplements has become an Era...

### The Era of The Fairchild Syndicate

Fairchild's Advertising Supplements mean business. New business. Plus business you can measure—in revenue and readers. Business for any paper, large or small, that's going after new dollars and increased readership.

And when you use our material in your supplements, you're using the best. We've got a full schedule of 120 pages—all the material you need for spring and fall fashions and home furnishings—all camera-ready with B & W and color photos. And it's all from *Women's Wear Daily*, *W, Daily News Record*, *Men's Wear*, *SportStyle* and *Home Furnishings Daily*.

Local. Vocal. Fashion and home furnishings sections take a new direction... FAIRCHILD ADVERTISING SUPPLEMENTS.

## THE FAIRCHILD SYNDICATE

A Division Of Capital Cities Media

Consider the Source

Get all the details, costs and samples.  
Call Andy Webster at (212) 741-4315.



# NEWSPRINT

## What goes up doesn't a study of newsprint

### Wood and its costs

risen in each succeeding year, generally accelerating the rate of increase to 118%, with a further 8% anticipated in 1980 over 1979.

## WOULD YOU LIKE ONE OF THESE?

We recently mailed to our publisher customers the March issue of our regular newsletter. It caused quite a stir, and we have received a number of suggestions that it be given wider distribution within the newspaper industry.

It takes the reader through the various steps in the newsprint production process from the seedling in the forest to the roll at the pressroom door, analyzing the economics of each step.

It is perhaps the first time, at any rate in recent years, that all this material has been assembled in one place and presented, we think, concisely and understandably.

We would be glad to send you a copy. Just write to us or merely send us your letterhead.

Our address: **NEWSPRINT, Abitibi-Price Sales Corp., 45 Rockefeller Plaza, New York, N.Y. 10020.**

**ABITIBI-PRICE**  
SALES CORPORATION

## New supps

(Continued from page 68)

ing a Family Weekly type supplement "tailored for newspapers in small cities," particularly those located in Nielsen D counties of under 35,000 population and remote from large and medium metro areas.

"There are over 150 cities with daily newspapers in what are called Nielsen D counties which have no Family Weekly circulation," Frank explained. "These markets are growing. They have more single family dwellings, different lifestyles and merchandising habits than the urban and suburban areas. No national publication is reaching these areas in depth, and we think we can offer national advertisers a vehicle for doing it."

Frank said he would not make available any detailed data on the size or demographics of his target market "unless we decide to go forward" with the publication.

Last January CBS, Inc. purchased Family Weekly for \$50 million. The magazine had \$82.6 million in revenues in 1979.

Frank asserted that Family Weekly's new parent company will maintain a hands off policy towards the supplements editorial content.

Speculation that the situation would be otherwise arose when shortly after the acquisition Family Weekly ran two cover stories about CBS. On March 2 the magazine featured the cast of prime time show "Dallas" on the cover, and the February 10 issue had Walter Cronkite and his wife Betsey on the front.

Critics accused Family Weekly of becoming a promotional vehicle for CBS.

"Parade had Cronkite on the cover of its March 23 issue," Frank pointed out. "Their story was more pro CBS than ours. Our two stories had been in preparation for months before they came out. CBS doesn't get any different treatment from us than anyone else. They have no bearing on our editorial policy, and they're very careful not to influence what we're doing."

CBS executive vicepresident John Purcell, who represented the company in its negotiations to acquire Family Weekly, confirmed Frank's statements.

"They have complete editorial freedom," he said. "It would be foolhardy for CBS to attempt to influence Family Weekly's editorial judgments. On the business side we may make some suggestions, but we bought the magazine because we think it came with excellent management. We have nothing on the drawing board for any dramatic changes of direction for the magazine."

Purcell added that CBS is "favorably disposed towards the idea" of Family Weekly coming out with a tv book but

said the development of the supplement is being left up to Frank and his associates.

Purcell also sees "a great deal of merit" in Family Weekly's proposal to create a magazine for newspapers in smaller markets.

"It's somewhat behind the tv book in the development stage," he commented.

In the production area, Family Weekly has contracted for over 3 million copies to be printed "beginning next January at a plant in San Jose (Calif.) owned by Arcata," publisher Frank said. "We expect to maintain some printing in Southern California at Gravure West in Los Angeles. Parade and Family Weekly together are financing an extension of the paper warehouse in Atglen, Penna. where we produce approximately 10 million copies each week. We're looking for a fourth plant in the South or Midwest for delivery reasons."

## Detroit Black leaders seek News boycott

Eighteen organizations of Black Detroit ministers, attorneys, physicians, and other professionals, are urging an advertising and subscription boycott of the *Detroit News* in a controversy which threatens to split the city's communities and its two daily newspapers (*News* and *Detroit Free Press*).

Detroit has an estimated 60% Black population.

The proposed boycott of the *News*, was started Sunday (April 13) from the pulpit of the churches whose pastors are members of the Black Ministerial Alliance.

The controversy stems from a series of articles written by *News*' reporters Fred Girard and Norman Sinclair on alleged leniency toward felony suspects by Black Recorder's Court judges, primarily Chief Judge Samuel C. Gardner. The series began in October 1979 with almost a daily update. A November 4 story charged that half of the drug felons convicted in Recorder's Court avoided jail.

On March 18, the *News* reported six cases in which Judge Gardner allegedly attempted to return confiscated money to defendants. Two full pages were devoted to an overall chronology of the stories on March 30 along with the court's response to various allegations which included unethical practices on the bench, corruption and impropriety.

William Giles, editor, *News*, said April 15 that he is unaware of any boycott, but that he had been in Washington, D.C. and just returned April 16. "The fact is that everybody (in the Black community) denies that there is anything wrong, and says the *Detroit News* has a vendetta against the judges. This is nonsense.

"We are conducting an investigation

## Past Week's Range of Stock Prices

NEWSPAPERS		One Year Ago	
Affiliated Publications (AMEX)	4/15	4/8	Agro
Blue Chip Stamps (OTC)	17%	N/A	20%
Capital Cities Comm. (NYSE)	19	19	20%
Charter Company (NYSE)	44%	46	41%
Charter Comm. (NYSE)	21%	22%	N/A
Cowles Comm. (NYSE)	20%	19	22%
Dow Jones (NYSE)	37%	36%	38%
Early Calif. Ind. (OTC)	6%	6%	N/A
Gannett (NYSE)	40%	42%	43%
Gray Comm. (OTC)	35	N/A	25
Harte-Hanks (NYSE)	23%	23%	21%
Jefferson Pilot (NYSE)	24	24%	30%
Knight-Ridder (NYSE)	21%	20%	22%
Lee Enterprises (NYSE)	20	18%	22%
Media General (AMEX)	22%	22%	22%
Multimedia (OTC)	17%	17%	25%
New York Times (AMEX)	18%	18%	26
Panax (OTC)	4%	N/A	5%
Post Corp. (Wisc.) (AMEX)	14%	N/A	16%
Quebecor (AMEX)	9	N/A	7%
Seaboard Coastline (NYSE)	30%	31%	N/A
Stauffer Comm. (OTC)	36	36	23%
Thomson Newspapers (CE)	15%	15%	16%
Time, Inc. (NYSE)	41%	42%	38%
Times Mirror (NYSE)	29%	29%	30
Toronto Sun (CE)	14%	N/A	13%
Torstar (CE)	20%	N/A	18%
Washington Post (AMEX)	16%	16%	24%

SUPPLIERS			
Abitibi (CE)	18%	18%	17%
Allied Chemical (NYSE)	44%	44%	N/A
Altair (NYSE)	3%	3%	4%
Am Int'l (NYSE)	58%	32	18%
Berkey Photo (NYSE)	3%	3%	6%
Boise Cascade (NYSE)	31%	30	35%
CBS (NYSE)	45%	44%	N/A
CompuGraphic (NYSE)	23%	23%	47%
Compuser (OTC)	5%	4%	7%
Consol. Bath. (CE)	15%	15%	13
Crown Zellerbach (NYSE)	33%	46%	34%
Digital Equipment (NYSE)	63%	62%	55%
Domtar (AMEX)	19%	19%	21%
Dow Chemical (NYSE)	31	29%	28%
Eastman Kodak (NYSE)	49%	48%	65%
Georgia Pacific (NYSE)	23%	24%	29%
Graco W.R. (NYSE)	35%	34	28%
Great Lakes Paper (CE)	55	55	48
Great Northern Nekoosa (NYSE)	30%	30%	36
Harris Corp. (NYSE)	31	31%	27%
Hunt Chem. (NYSE)	9%	9%	15
International Paper (NYSE)	31%	32	45%
Itek Corp. (NYSE)	19%	19%	25
Kimberly Clark (NYSE)	38%	39%	47%
LogElectronics (OTC)	13%	12%	13%
Logicon (AMEX)	6%	17	15%
MacMillan Bloedel (CE)	27%	N/A	22%
Minnesota Mining & Mfg (NYSE)	49%	50%	59%
Raytheon (NYSE)	67%	67%	45%
Rockwell Int'l (NYSE)	48%	50%	40%
St. Regis (NYSE)	26	27%	32%
Southwest Forest Ind. (NYSE)	12%	13%	16%
Sun Chemical (NYSE)	24%	24%	28%
Visual Graphics Corp. (AMEX)	6%	6	5%
Volt Info. (OTC)	21%	20%	17%
White Consolidated (NYSE)	19%	19%	21%

Prices supplied by Smith Barney Harris Upham Inc.

that has been going on for months. Somehow there is a feeling that the newspapers should not question these things."

A Black coalition of professionals in retaliation to the court story paid for a half page ad published in the *Detroit Free Press* which claimed that the *News* used unprofessional journalism in its series and called for "honesty and integrity."

That same day, the *Free Press* editorial page carried an editorial entitled "Inquiry: The charges against Recorder's Court Require Full and Timely Reports."

The article said, "either the public should be told it need not altogether lose confidence in the court, or charges should be confirmed and remedies found."

"Sperry and Hutchinson?  
That's S&H Green Stamps, isn't it?"

**"Green Stamps, sure.  
\$265 million in sales in '79.  
But they're a whole lot more.  
One of the biggest in furnishings."**

"That's Sperry and Hutchinson?"

**"Right. Like Bigelow carpets.  
Gunlocke furniture. Daystrom.  
American Drew. Lea Industries.  
Nine furnishing companies in all.  
Sales of \$437 million last year."**

"That's Sperry and Hutchinson?"

**"There's more, Tom.  
Incentives.  
Insurance services and agencies."**

**Altogether they had \$821  
million in '79 revenues.  
Solid, diversified, growing."**

"So that's Sperry and Hutchinson!"



## THE SPERRY AND HUTCHINSON COMPANY

### S&H PROMOTIONAL SERVICES

S&H Green Stamps  
S&H Motivation

### FURNISHINGS

American Drew  
Bigelow-Sanford  
Bigelow-Canada  
Buck Creek Industries  
Pontiac Furniture Industries  
Daystrom Furniture  
The Gunlocke Company  
Homecrest Industries  
Lea Industries

### INSURANCE SERVICES

Bayly, Martin & Fay International  
American National General Agencies  
Imperial Industries  
Reinco Intermediaries  
Bily, White & Lee  
Risk Treatment Services  
S&H Insurance Companies

The Sperry and Hutchinson Company • 330 Madison Avenue, N.Y., N.Y. 10017

## Salaries of Mich. newspeople top \$18,000 a year

Michigan newspaper journalists tend to be white, male, married, childless, over 25 years of age, and well-satisfied with their career choice.

They most often are Michigan college graduates who majored in journalism, work for a daily newspaper, have been employed in the newspaper business for 7 years, and earn \$18,000 or more a year.

The bulk of the journalists do little evening work, and more than half work 40 hours or less. About half classify themselves as reporters.

This profile emerges from a survey of Michigan newspaper journalists, conducted by the Department of Journalism at Central Michigan University.

The department sent an 85-question survey to over 900 journalists, seeking their cooperation—anonously if they liked—in the study. There were 509 replies. Of the total responding, 384 worked for daily newspapers, and 119 for weeklies.

Fifty-four percent of the total, however, said they worked on newspapers with circulations of 50,000 or more; 16% on papers with circulations between 20,000 and 50,000; 8%, 10,000 to 20,000; 7%, 7,000 to 10,000; 3%, 5,000 to 7,000; 5%, 3,000 to 5,000; and 5% below 3,000.

One hundred eighty-two of those replying classified themselves as reporters, 175 as editors, and 34 as photographers; 64 indicated they had other editorial duties.

Although 321 of the respondents were male, 180, or slightly over one third, were female. Whites predominated, 471, or 93%. The survey found 17 blacks, two hispanics, and four orientals.

More than 60% were married, and 42% were in the 21-30 age group, with another 16% in a 31-35 classification. More than 50%—268—had no children.

The bulk of the journalists—44%—had been in newspaper editorial work fewer than 7 years. Fifteen percent, however, had been in the profession for more than 25 years.

A total of 121—or 24%—said they were “completely” satisfied with their career choice, and 283—or 56%—said they were “moderately” satisfied. Only 62 said they were “somewhat” satisfied, and only a handful expressed dissatisfaction.

Similarly, overwhelming percentages of those responding expressed general satisfaction with the hours required on their jobs, work schedules and pay.

On salary, 54%—277—said they were paid \$18,000 or more a year, although 35 individuals—almost 7%—reported earnings of less than \$8,000 a year.

Almost half worked 40 hours of less per week, although 125 reported work weeks of 41 to 48 hours, 53, weeks of 49 to 56 hours; and nine, work weeks of 56 hours or more.

Most of the work, apparently, was during day time, with only 163 individuals saying that evening work took more than ten per cent of their time. Thirty-six individuals—32 of them employed on newspapers with circulations above 50,000—said 75% or more of their time was in the evening.

Most of the journalists, almost 70%, said they had attended college or universities in Michigan, with 25% going to either the University of Michigan or Michigan State University. Almost half of the 509 reported that they had taken some college work beyond the bachelor's degree.

In college, 60% had majored, and 22% had minored, in journalism. Twelve percent—56 individuals—reported majors in English; 5%, in history; and 2% in political science. “Other” fields totaled almost 20%.

Only a quarter of those responding had worked on their college publications. These individuals tended to feel that such publications experience was more helpful in acquiring special journalistic skills than were their actual classes. Journalism classes, by an overwhelming margin, were rated most useful for giving necessary background and theory.

Almost 75% said that college journalism courses should most emphasize news writing and reporting.

More than a third indicated an interest in further college work. Graduate level study was attractive to 103 such individuals, although 73 preferred that it be in “special” programs as contrasted with “degree” programs.

Those interested in further study expressed most interest in newspaper management coursework, followed closely by training in specialized reporting and new technologies.

## Name release bill in Calif. rejected

A bill that would have stopped police from releasing the names of crime victims or witnesses has been overwhelmingly rejected by the California Assembly's Criminal Justice Committee.

The measure, which had been opposed by California newspaper publishers and broadcasters, was intended to protect crime victims from harassment. A series of amendments to the bill had made it so confusing that even its author, Lawrence Kapiloff, a San Diego Democrat, was unsure of what it would do.

One of Kapiloff's amendments would permit publication of victims' names if reporters obtained the information from a source other than the police.

## Weekly started by ad execs

March 29 was the dateline for the first edition of the *Pointe Post and Harper Woods Reporter*, a weekly newspaper being published in the southeastern suburbs of Detroit.

It claims a circulation of 26,000 in six communities—Grosse Pointe, Grosse Pointe Farms, Grosse Pointe Park, Grosse Pointe Shores, Grosse Pointe Woods and Harper Woods.

The publisher and co-owner is William Adamo, a resident of Windsor, Ontario, who has been in the newspaper business for some 28 years. He said the new publication will concentrate on a total presentation of news in the area.

Adamo's business partner is Arthur S. Leadley, owner of Leadley Advertising, Inc., of Windsor.

The weekly will be in competition for advertising and news coverage with the long-established *Grosse Pointe News*, which has a circulation of 16,000.

Adamo began his career with a 10-year stint in the advertising department of the *Windsor Daily Star*, and then became associated with the *Grosse Pointe News*, where he was advertising director for more than 17 years.

The new publication is being distributed by mail, using a bulk permit. The weekly carries a Saturday dateline and will reach every home in the circulation area by Tuesdays, Adamo said.

## AT&T to promote overseas calls

AT&T Long Lines International will launch this month its 1980 advertising campaigns to support International Dialing from the United States to overseas.

The new campaigns have been created by N W Ayer, AT&T's advertising agency, and the media mix includes television spots as well as ads in newspapers and magazines to promote overseas calls for both personal and business reasons. The newspaper budget is estimated at \$350,000.

One-page, black and white ads, with a light hearted cartoon format by well-known artists, are being used. The ads, which will run in *The New York Times* and *The Wall Street Journal*, plus business magazines, feature the United Kingdom (How to Trade Tweeds in Leeds), France (How to Drive a Deal in Le Havre), Australia (How to Peddle Pianos in Perth) and Germany (How to Make Your Mark in Munich).

In addition, specific advertising will focus on AT&T's Teleplan program that reduces hotel telephone surcharges in many countries when people make calls to the United States. This segment of the advertising involves exposure in European editions of newspapers.

EDITOR & PUBLISHER for April 19, 1980

**Bankers Trust Company,  
a \$31 billion institution,  
has a team of seven specialists  
offering these unique financial  
advisory services to  
The Newspaper Industry:\***

- Mergers • Acquisitions • Divestitures
- Private Placements • ESOT's • Lease Financing
- Management Consulting

Initial, confidential consultation anywhere in the United States  
at no charge. Write or call collect: Richard J. Berman, Vice President,  
Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017  
Telephone (212) 692-2301

\*Minimum transaction level \$2 million.



## TV production

(Continued from page 20)

capabilities can tie in with print. Hubert related that his company and NYT Productions have discussed creating "a weekly syndicated series of articles for local newspapers on the material covered in the show that evening. The articles would be sold by the Times' syndication service. We may bring out a book too."

Sam Summerlin, president of NYT Productions and president of the New York Times Syndication Sales Corp., is handling the Times Co.'s involvement in the joint venture.

Hubert declared that Gateway intends to seek business with other news organizations, particularly those which "only have a print capability."

"We'll work with any journalistic operation," he stated. "If a Gannett newspaper or the Gannett News Service wants to do something with us, we'll treat them like any other outside client and charge them same. We're a separate division of Gannett and operate as such. We're also seeking business actively from other broadcasters."

Hubert pointed out that his post production company, Filmpower/Tapepower is a major part of his operation

and "what keeps the revenues coming in."

Gannett has agreed to expand the space for post production facilities and purchase equipment for editing one inch videotape.

"Given today's electronics, a one inch system gives quality at least as good as two inch tape and it doesn't have the inherent problems of two inch," commented Morty Schwartz, who is in charge of post production at Filmpower/Tapepower. "One inch is better to duplicate and superior for editing. It can be freeze framed. You can do anything you want with it. It's much preferred by broadcasters."

Since editing time for one inch videotape can rent for as much as \$500 per hour, the new equipment will provide Filmpower/Tapepower with a lucrative source of revenues and give Gateway much needed in-house editing capabilities for its one inch video productions.

"It will relieve the pressure to make our edits quickly," Hubert said.

Sponsored films are "a billion dollar industry and growing" in which Gateway seeks to increase its involvement.

"It's a small jump from annual reports in print to annual reports on video discs," Hubert remarked. "We could make a 15 to 20 minute disc of a corporations activities and then freeze frame the financial data."

IBM, U.S. Tobacco, and Selchow & Righter, makers of Scrabble, are some corporate clients who have sponsored films by Gateway.

Gateway and Filmpower had revenues in 1979 in "the two to three million dollar range," Hubert stated, adding "Our aim is to be ten times our current size in another couple of years. We have enormous potential. Gannett bought us as an investment in the future."



Stanford Lipsey

## Lipsey to handle buys for Blue Chip

Stanford Lipsey has been elected to fill the newly created position of vicepresident, Media Operations for Blue Chip Stamps, it was announced April 18 by Charles Munger, chairman of the board of Blue Chip.

Blue Chip owns the *Buffalo Evening News*. In addition to the stamp premium business, the California Corporation owns See's Candy Shops, Inc., Wesco Financial Corp. and has substantial interests in several other companies.

Lipsey's new position will include evaluation and acquisition of other media properties. He will be based in Buffalo, N.Y.

A native of Omaha, Nebr., Lipsey currently is president and publisher of the *Sun Newspapers* of Omaha. He was publisher in 1973 when the Sun became the nation's first weekly newspaper to win a Pulitzer Prize for investigative reporting. He previously had served as editor of the Sun and was its owner when it was sold to Berkshire Hathaway, Inc. in 1969.

Warren Buffett, controlling shareholder of Blue Chip, is chairman of the board of the *Buffalo Evening News*, the *Sun Newspapers*, and Berkshire Hathaway, Inc.

Richard Kreuz, who joined the Sun as assistant publisher in September of 1979, will succeed Lipsey as president. Kreuz formerly was assistant publisher and general manager of the Suttin News Group of Newport Beach, Calif.

EDITOR & PUBLISHER for April 19, 1980

## Have you talked with Deane Weinberg lately?

Ask about updated coverage from the company that really is first in newspaper carrier insurance and bonding. We created them both.

Deane Weinberg Sr. pioneered newspaper coverage in 1934.

Today we continue to serve you exclusively. In fact, when you deal with Deane Weinberg Insurance Agency, you deal with Deane Weinberg Jr. personally. We were first, today we are foremost: Our carrier insurance, for example. While others may offer a \$250,000 maximum benefit package, Deane Weinberg provides \$750,000.

And that's **on-route** unallocated coverage.

Our bonding program is the most effective *true* bond protection you can get. With aggressive follow-through.

And our underwriters rate a Best's A+, the highest possible rating for financial condition and operating performance.

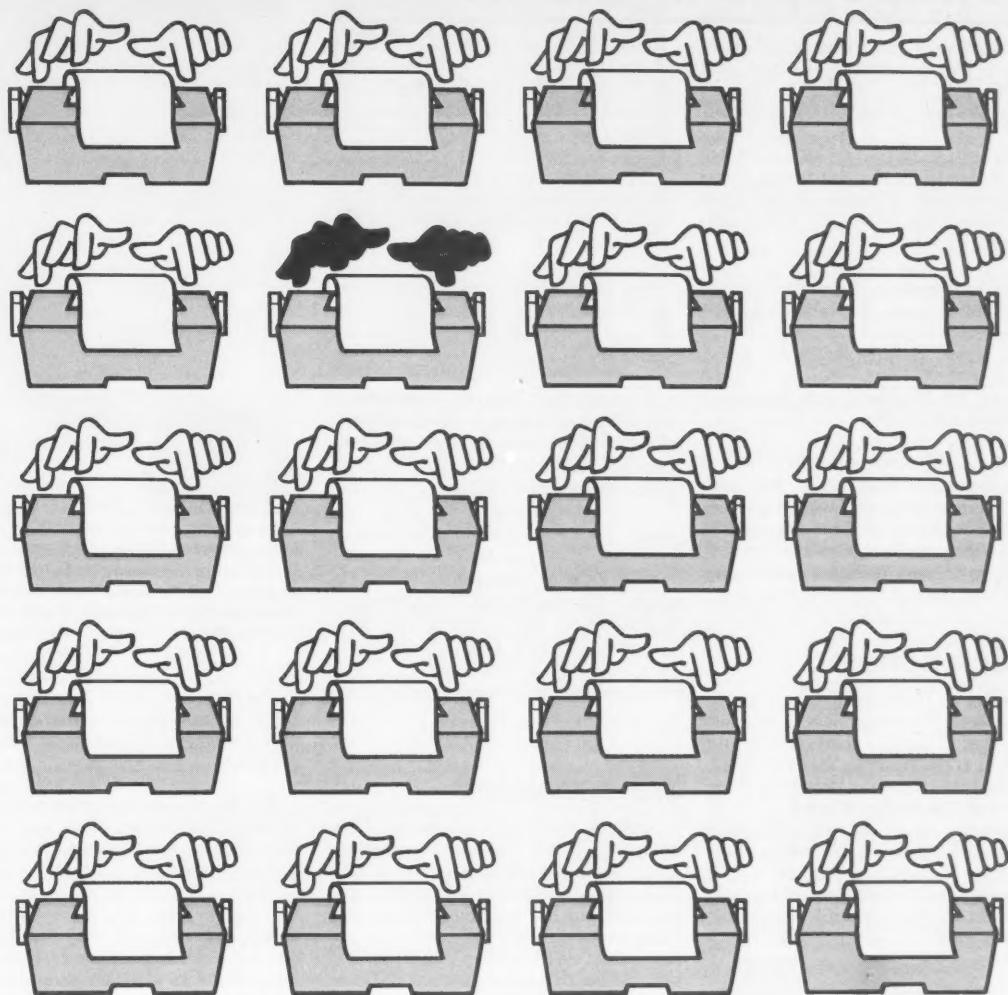
Assure yourself of the most updated coverage and personal service. Give Deane Weinberg a call.

**(213) 474-5594**

Deane Weinberg Insurance Agency, Inc.

1754 Westwood Blvd., Los Angeles, CA 90024

*dw*



## There are more minority journalists working today than ever.

Today only 1 out of 20 daily print journalists in America's newsrooms is nonwhite.

Ten years ago it was 1 in 100.

That's progress. But for an industry that prides itself on fairness and balanced reporting, it's slow progress. How can we do better? One answer is the Institute for Journalism Education (IJE).

IJE is now the largest single

source of minority newspaper talent in the country. By the end of 1980 we will have recruited, trained and/or placed more than 150 racial minorities in newspaper and magazine jobs coast to coast.

And that's good news—for all of us. Because minority professionals in our newsrooms open new windows to our world. They keep us better informed.

But we need more good news. One in 20 in a country where the minority ratio is nearly 1 in 5 means we have a long way to go. You in the industry can help. Write: Institute for Journalism Education, 1521 New Hampshire Ave., N.W., Washington, D.C. 20036. Or call (202) 462-5939.

**Institute for Journalism Education**



### How IJE finds capable print journalists

IJE is a non-profit, tax-exempt corporation supported by foundations and the publishing industry. John L. Dotson, Jr., senior editor of Newsweek, is board chairman. Nancy Hicks, former N.Y. Times correspondent, is president and

chief operating officer. IJE's programs:

- 1) **Summer Program** for Minority Journalists at University of California at Berkeley. Trains and places 20 entry level journalists a year.
- 2) **Job Net**. National clearinghouse, in Washington, D.C., links minority job-

seekers at all levels of experience with newspaper employers. More than 30 professionals placed to date.

3) **Editing Program**. Newest IJE effort will prepare 10 seasoned professionals this summer at the University of Arizona in Tucson for copy editing jobs.

# Newspeople in the news

CLIVE DAVIES, copy desk chief at the Quincy (Mass.) *Patriot Ledger*, has joined the *New Bedford* (Mass.) *Standard-Times*, as editorial page editor.

\* \* \*

EDWARD C. NICHOLLS, AP correspondent at Omaha for the past 10 years, was appointed chief of bureau at Salt Lake City, succeeding WILLIAM C. WERTZ, who resigned.

\* \* \*

DWAYNE MEININGER, formerly with Seaton Publications in Nebraska, was named general manager of *Tempe* (Ariz.) *Daily News*. RICHARD E. TRACY, previously with *Gabriel Valley* (Calif.) *Tribune* for 18 years, was appointed executive editor.

\* \* \*

SUZANNE B. SMITHER, 31, assistant managing editor since 1978, was promoted to managing editor of *West Palm Beach* (Fla.) *Evening Times*, succeeding the late EARL S. DAPP. CAROLYN SUSMAN, 34, reporter, was named assistant city editor.

## Isaacs honored

Norman E. Isaacs, who is now editor in residence, Graduate School of Journalism at Columbia University and chairman of the National News Council, has been honored by the New York State Society of Newspaper Editors.

Isaacs was presented with a plaque in Syracuse March 24, for his "career-long efforts in sustaining a free press, for originating the ombudsman movement and for abiding national leadership in fostering excellence in journalism."

JACK HINES, previously with Madison (Wisc.) Newspapers Inc. and *Akron Beacon-Journal*, has joined the *Kansas City* (Mo.) *Times/Star* as promotion manager.

\* \* \*

WILLIAM R. FRYAR, 28, retail ad manager, *Murfreesboro* (Tenn.) *Daily News Journal*, was named publisher of *South-ern Standard*, McMinnville, Tenn.

\* \* \*

MAURI MONTGOMERY, a sports writer for the *Lubbock* (Tex.) *Avalanche-Journal*, became sports editor for the *Hereford* (Tex.) *Brand*.

\* \* \*

JAMES W. LILLAGORE, assistant production/systems director, *Camden* (N.J.) *Courier-Post*, was named production manager, *Elmira* (N.Y.) *Star-Gazette*, filling the position vacated by BRUCE A. THOMPSON, who joined the *New York Daily News* as production executive.

\* \* \*

MIKE CARLTON, syndicated travel columnist for the *Dallas* (Tex.) *Times Herald*, won the 1980 Pacific Area Travel Association Award for an article on Kyoto, Japan. The article was cited "outstanding" in worldwide print media.

\* \* \*

## ME appointed

John D. Emig was promoted from computer system manager to managing editor of the *Palm Springs Desert* (Calif.) *Sun*, editor Lisle F. Shoemaker announced. In his previous assignment, Emig supervised the installation of the newspaper's \$1.5 million computer system and the training of editorial and classified personnel. Emig, who joined the paper as news editor in 1976, also has worked for the *South Bay Daily Breeze* in California and the *Loudoun Times-Mirror* in Leesburg, Va.



**NEW LOCATION**—Gerald D. Reilly has opened an office at 12 Taconic Rd., Greenwich, Conn. to provide broker, appraiser and consultant services to newspapers, magazines, radio, tv and cable. Reilly was an associate of the late Vincent Manno.

TERENCE LEE MOORE, a sports writer for *Cincinnati Enquirer*, has joined the *San Francisco Examiner* in the same capacity.

\* \* \*

ROB REUTEMAN, city editor, *Longmont* (Colo.) *Daily Times-Call*, was elected president of the Colorado AP Editors and Reporters.

\* \* \*

JUNE PRESTON, 33, previously news editor, *Wheeling* (W.Va.) *News-Register*, has joined the *Fort Meyers* (Fla.) *News-Press* as assistant people editor.

\* \* \*

PATRICK LAMB, New Mexico state editor for UPI, was appointed regional executive for UPI in New Mexico, Colorado and Wyoming.

**WORCESTER**

**WORCESTER**

The other major market in the Boston A.D.I., the nation's 6th largest. Buy Worcester ... most advertisers do.

**WG**

WORCESTER TELEGRAM & GAZETTE

Daily 144, 259 Sunday 108, 209

Represented by CWO & O

## Visit us at the ANPA

For a confidential discussion of executive recruitment or organizational training, call or write our office for an appointment. Or, contact Mike Walker at the Sheraton-Waikiki.

*Youngs, Walker & Company*

One Crossroads of Commerce • Rolling Meadows, IL 60008  
(312) 394-9330



## Vaughn to head consolidated dailies

Glenn Vaughn has been named publisher of the *Columbus* (Ga.) *Ledger and Enquirer*.

Vaughn's appointment, announced April 8 by Richard G. Capen, Jr., senior vicepresident of Knight-Ridder Newspapers, Inc., consolidates operations of the Columbus publishing company under a single operating head. The company is a subsidiary of Knight-Ridder.

Simultaneously, Vaughn announced William B. Brown, managing editor of the *Enquirer*, will become executive editor of both newspapers. Effective May 1, Brown replaces J. Carrol Dadisman, who will become general manager of the *Tallahassee Democrat*.

Vaughn, who was named general manager in 1973 and president in 1977, has had responsibility for the business operations of the newspapers, including advertising, production, circulation, personnel-promotion and accounting. The news and editorial divisions have been operated under Dadisman's supervision. As president and publisher, Vaughn will be responsible for overall operations of the newspapers, including the news and editorial divisions.

Vaughn's experience with the Columbus newspapers dates to 1955. He has been news editor, city editor and managing editor of the *Ledger and Enquirer* and editor of the *Enquirer*. During an interim period of 1965-69, he was co-founding editor-publisher of the *Athens* (Ga.) *Daily News*. Earlier, Vaughn was a reporter for newspapers in Atlanta and Albany.

Brown joined the *Enquirer* as managing editor in 1976, following stints as reporter and editor in various slots with the *Tallahassee Democrat* and the *St. Petersburg* (Fla.) *Times*.

\* \* \*

JUAN CARLOS GUMUCIO, 29, has returned to the Associated Press in N.Y. as editor of the Latin America desk. He was chief of the press division of the Organization of American States in Washington, D.C. for nearly two years.



**SPECIAL TRIBUTE—San Gabriel Valley Daily Tribune publisher F. Al Totter looks over the huge resolution presented the newspaper on its 25th anniversary. Signing the resolution were the mayors of 21 cities in the San Gabriel Valley covered in the Tribune's circulation area. Chamber of Commerce officials from throughout the area staged an "Anniversary Night" celebration dinner for the Tribune at Industry Hills Convention Center in the City of Industry, Calif., with more than 700 persons attending.**

PRISCILLA MEYER, previously with *Wall Street Journal*, has joined *Wall Street Final*, a tabloid daily planned for New York, as editor. LEE DIRKS, who recently resigned from the *Detroit Free Press* as vp and general manager, will assist Final publisher, MICHAEL GOLDSTEIN, as consultant in addition to his new consulting firm, Lee Dirks & Associates, Detroit.

## Barsony to N.J.

Louis Barsony, sales director for the Utica (N.Y.) Newspapers and president of the Advertising Managers Bureau, has been named publisher for the Suburban Newspaper Group which is located in Cherry Hill, N.J. The group is a division of the Gannett Co., Inc.

STANLEY N. SHERMAN, marketing director, *Royal Oak* (Mich.) *Daily Tribune*, was appointed assistant to the general manager.

\* \* \*

W.D. BROWN has retired as general manager of the Capper Division of Stauffer Communications, Inc. VAN ANDERSON was named to succeed Brown.

\* \* \*

SIDNEY B. FAULKNER, previously division manager, *Akron Beacon-News*, was named to succeed JOE POPP, as suburban circulation manager. JEFFREY H. MILLER, who also served as a division manager, has moved up to the new position of training and development manager.

\* \* \*

J.R. ADAMS, formerly manager of data processing for *Arizona Republic/Phoenix Gazette*, was named director of computer services.

## Lamhofer named

James N. Lamhofer was appointed Los Angeles regional manager for Sawyer Ferguson Walker Co., Inc. Lamhofer succeeds James J. Vento who is retiring after 17 years with Sawyer Ferguson Walker. A graduate of the University of Southern California, Lamhofer was formerly with the *Long Beach Independent, Press-Telegram* before joining Sawyer Ferguson Walker 12 years ago.

(Continued on page 80)

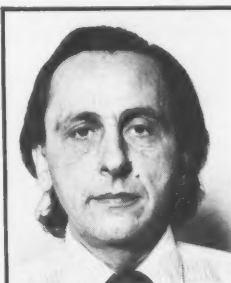
**"The person you describe is the person we'll deliver"**



**Joe Sullivan & Associates, Inc.**

Executive Search and Recruitment in Broadcasting, Cable Television, and Publishing

1270 Ave. of the Americas, N.Y., N.Y. 10020  
(212) 765-3330



## GREIDER

Whether writing commentary or guiding the Washington Post's national staff, Assistant Managing Editor William Greider presses beyond conventional wisdom in search of the sources of change.

Los Angeles Times - Washington Post  
News Service • 202/334-6173  
1150 15th Street, N.W., Washington, D.C.  
20071

## Newspeople in news

(Continued from page 79)

THOMAS H. WINGATE, publisher of the *Kannapolis (N.C.) Daily Independent* and president of Kannapolis Publishing Co., has retired but will retain the title publisher emeritus. General manager JAMES A. BLAIR assumed duties as chief operating officer, and ROBERT G. HAYES, chairman of the board, was named acting president.

ROGER BARTEL, former news wire editor of the *Manitowoc (Wisc.) Herald-Time-Reporter*, was named managing editor of the *Key West (Fla.) Citizen*.

BILL MERONEY, formerly general manager of the *Austin (Tex.) American Statesman*, named publisher of the *Port Arthur (Tex.) News* to succeed JACK SCOTT, publisher for 12 years and associated with it 27 years.

WILLIAM B. BOND, director of retail merchandising for *Toronto Star*, has joined L. Mohr & Associates, as management consultant, to work with clients in the communications, retailing and shopping center industries to improve profits through more effective marketing.

VERN ABBOTT, formerly production manager, *Buffalo (N.Y.) Courier-Express*, was appointed production director, *San Angelo (Tex.) Standard Times*.

FRANK MISURELI, classified ad manager for the *Kenosha (Wisc.) News*, was named director of sales for advertising.

DAVE KUHN, formerly state editor, *Minneapolis Tribune* where he also served as business editor and Washington correspondent, has joined the *San Jose Mercury* as assistant managing editor.

BOB GARRISON, formerly in the circulation department at Yakima, Wash., and Bryan, Tex., was named circulation director of *Bellingham (Wash.) Herald*. NANCY MCKINNON was named director of promotions, replacing JOHN ANDERSON, who moves to editorial graphics director.

WILLIAM JOHN EDINGER, 46, previously automotive ad manager with *Tampa (Fla.) Tribune & Times*, was named classified ad manager of *Rock Hill (S.C.) Evening Herald*.

LOUIS BARGIACCHI, assistant general ad sales manager, Memphis Publishing Co., was promoted to general ad sales manager, succeeding ARTHUR SEGALL Sr., who was named business manager of the *Hollywood (Fla.) Sun-Tattler*.



Richard Carpenter, president of the San Francisco Newspaper Agency, congratulates Jeannette Krausgrill on her 60th years of service with San Francisco newspapers.

## Office worker feted on 60th year on job

March 24, 1920 was a slow news day. That day's edition of the *San Francisco Examiner* reported on the presidential primaries in South Dakota, French boxer Georges Charpentier's challenge to World Heavyweight Champion Jack Dempsey, and a lecture scheduled for that evening by Irish poet William Butler Yeats. But it was an eventful day for 20-year-old Jeannette Krausgrill, a native of San Francisco—it was her first day of work as a clerk in the transient billing department of the paper.

She made \$15 her first week, but was given a raise the next week to \$22.50, less than one-twelfth of what she makes now. (Actually, these were far from starvation wages; according to one restaurant's ad, you could enjoy a six-course dinner, accompanied by the music of its string orchestra, for \$1.75.)

Jeannette Krausgrill has been working in the business offices of San Francisco newspapers, hardly ever missing a day of work, ever since; until 1965 for the *Examiner*, since then for the San Francisco Newspaper Agency, which handles all non-editorial functions for both the morning *Chronicle* and the afternoon *Examiner*. Her present position in the accounts receivable department involves coding of retail charge tickets, handling production charges, and distributing daily data printouts.

According to her immediate supervisor, accounts receivable manager Curt Kraft, "... her work is her greatest interest, she says, and she regards her coworkers almost as family. As far as we know, Jeannette has not considered retiring, and she still does as good a job as ever."

To mark her 60th anniversary with San Francisco newspapers, a luncheon was held in her honor on March 24 at the Banker's Club in San Francisco.

CARY G. KELLEHER, for the past 12 years with the Chicago office of *New York News*, has joined Cresmer, Woodward, O'Mara & Ormsbee Inc. in Chicago.

EDITOR & PUBLISHER for April 19, 1980

Collection Excuse #127

# “Our computer is broken”

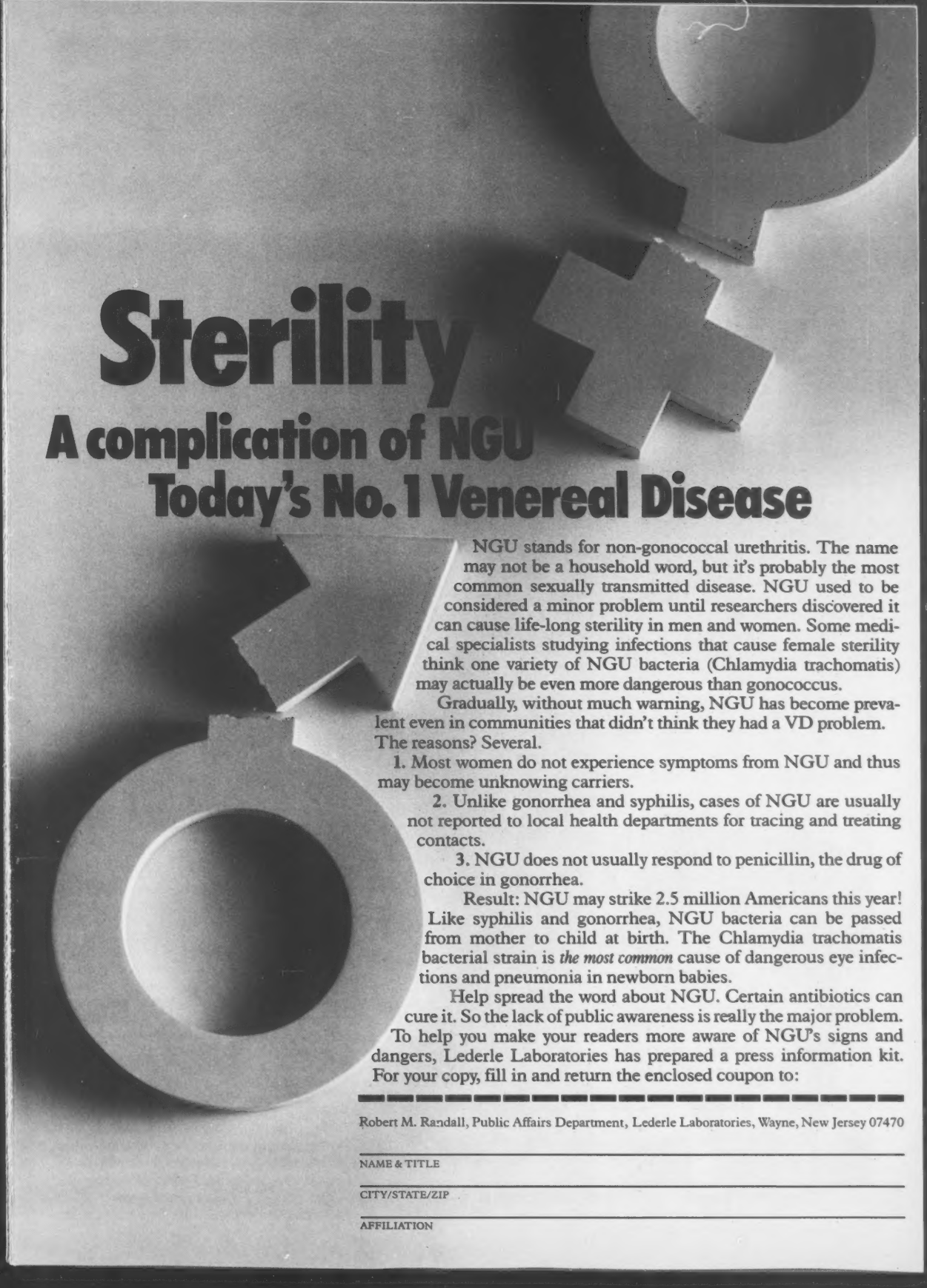
If its not the computer that's broken, it's the check writing machine. And if it's not that, it's something else. So you're stuck with an overdue receivable. You could spend more time pursuing it, and you could turn it over to a standard collection agency and pay a fee of 25%, 33%, 50% or more. Or you could leave it to the Credit Bureau, Inc., the media credit specialists. CBI provides its subscribers a dependable BEST BUY collection service for a low 10% contingency fee. For more information contact CBI, Box 17022, Dulles International Airport, Washington, D.C. 20041 or call (703) 620-3700.

## Leave it to CBI!

Media Credit Specialists

# CBI

A Wholly Owned Subsidiary  
Of American Newspaper Publishers Association



# Sterility

## A complication of NGU Today's No. 1 Venereal Disease

NGU stands for non-gonococcal urethritis. The name may not be a household word, but it's probably the most common sexually transmitted disease. NGU used to be considered a minor problem until researchers discovered it can cause life-long sterility in men and women. Some medical specialists studying infections that cause female sterility think one variety of NGU bacteria (*Chlamydia trachomatis*) may actually be even more dangerous than gonococcus.

Gradually, without much warning, NGU has become prevalent even in communities that didn't think they had a VD problem. The reasons? Several.

1. Most women do not experience symptoms from NGU and thus may become unknowing carriers.

2. Unlike gonorrhea and syphilis, cases of NGU are usually not reported to local health departments for tracing and treating contacts.

3. NGU does not usually respond to penicillin, the drug of choice in gonorrhea.

Result: NGU may strike 2.5 million Americans this year!

Like syphilis and gonorrhea, NGU bacteria can be passed from mother to child at birth. The *Chlamydia trachomatis* bacterial strain is the most common cause of dangerous eye infections and pneumonia in newborn babies.

Help spread the word about NGU. Certain antibiotics can cure it. So the lack of public awareness is really the major problem.

To help you make your readers more aware of NGU's signs and dangers, Lederle Laboratories has prepared a press information kit. For your copy, fill in and return the enclosed coupon to:

Robert M. Randall, Public Affairs Department, Lederle Laboratories, Wayne, New Jersey 07470

NAME & TITLE

CITY/STATE/ZIP

AFFILIATION

## How will newspapers be affected by CATV?

By Milton Rockmore

### HOWARD M. ANDERSON

President, The Yankee Group

"Do you realize," Western Union executives asked when Alexander Graham Bell offered to sell them his new invention, "that the logical conclusion of what you propose would mean the wiring of every home and business in America?" They showed him the door.

America is about to be rewired again. This time for broad band communications. Will it be newspapers this time that are caught with their wires down? Let's look at the systems in question:

*Provides a broad range of information and entertainment to user:* Newspapers, excellent. Television, modest. Cable, good. Two-Way Cable (interactive), excellent.

*Built-in storage:* Newspapers, excellent. All others, non-existent.

*Portability:* Newspapers, excellent. All others, non-existent.

*Integrating printing and visual content:* All, excellent.

*Allows user self-pacing and branch-*

(Milton Rockmore writes the nationally syndicated newspaper columns *The View From The Top* and *How To Make Extra Money*. The Rockmore Company, 32 Orchard Hill Lane, Greenwich, Conn. 06830. (203) 661-1143)



Howard M. Anderson

*ing:* Newspapers, excellent. Television, poor. Cable, poor. Two-Way Cable, moderate.

*Hard copy:* Newspapers, excellent. All others, non-existent.

*Updates entire data base every 24 hours:* Newspapers, excellent. Television, good. Cable, better. Two-Way Cable, excellent.

*Random access:* Newspapers, excellent. Television, poor. Cable, fair to poor. Two-Way Cable, good.

*Economy:* Newspapers, good. Television, excellent. Cable, fair. Two-Way Cable, fair.

This tells me newspapers are not a push-over. They can stand on their own.

Moreover, I disagree with conventional marketing wisdom that holds the market is only of such a size that cable must grow at the expense of newspapers. Cable, in my opinion, will increase the size of the total market as alternate technologies frequently do. For instance, when instant photography was introduced, all photography burgeoned.

Newspapers will continue to do well, *but*—and it's an important *but*—will readers be spending less time with them resulting in linear growth. Remember, as the pie gets larger and your share gets smaller, you can still keep beating last year's figures—for a time, anyway.

Visualize for a moment, a series of concentric circles with the word *Me* in



Joe M. Dealey

the center. The closer things are to *Me*, the more time I will spend with them. With potentials of 100 channels of carrying capacity about eight or nine years away, and with a two-way option, there can be a channel for left-handed Corvette owners who repair their own cars, for instance. If I'm one of them, I won't read a newspaper column that tells me, let's say, how to fix Mazdas. Remember, the closer something gets to *Me*, the more time I will spend with it.

By 1990 we estimate there will be 35 to 43 million homes hooked into cable with a total of 88 million television homes. There are presently 73 million television homes with 14.8 million on cable.

As I see it, a newspaper publisher looking toward the future has three options: 1) Don't worry. "We've got the data base, the reputation, the savvy, and they will be the determining factors." 2) Worry like hell. "Let's try to acquire some cable companies while we still can." 3) Use newspapers as "cash cows". Milk them for all they are worth and reallocate the resources."

### JOE M. DEALEY

President, *Dallas Morning News*,  
Chairman, ANPA Task Force on Broadcast and CATV Ownership

For the indeterminate future I believe newspaper readers will want to hold hard copy in their hands. The time is a long way off before they will rely on the tube for all the news.

Now, if somewhere down the road, say 20 or 25 years from now, I'm proved wrong, newspapers which are in the business of collecting and disseminating news will still continue to collect it although they might distribute it in a different way.

We recognize the opportunities for expanding our news-gathering and distributing functions as CATV proliferates. And it is precisely for that reason that the ANPA Task Force on Broadcast and CATV Ownership was organized. A primary aim is to obtain ready access for newspapers into the field of the electronic transfer of information and entertainment. After all, our information handling skills have been sharpened by decades, yes, centuries, of experience.

High on our list of priorities are efforts to dissuade the FCC and other government agencies from prohibiting cross-ownership of CATV facilities by newspaper publishers. If newspapers are not allowed to own or use CATV, I would then view electronic journalism as a threat to publishing.

Throughout history, newspapers have demonstrated that they are innovative, flexible and adaptable to changing conditions. They will retain these characteristics of survival and continue to grow and develop in the face of CATV or any other system. And I don't agree with those who say newspaper circulations will suf-

(Continued on page 84)

EDITOR & PUBLISHER for April 19, 1980

# Another Flint First.



## Bulk delivery of web offset color inks to newspapers

When the Detroit Free Press opened its new \$50 million plant recently, their web offset presses started rolling with Flint Inks—bulk-stored in five colors and bulk-delivered. The new system designed by Flint Ink, includes five 2,500-gallon tanks and three 10,000 gallon tanks for black, and a specially constructed, five-compartment insulated stainless-steel tanker to deliver the bulk-offset colors. It marks a first in the industry and a big stride forward in the paper's 57-year history of news ink bulk handling, all of it with the Flint Ink Corporation. Advantages of the system include regular deliveries, the

convenience of having a regular supply of ink available, elimination of handling and storage requirements, and cost economies in price per pound of ink.

Flint Ink's contribution to this ultra-modern plant, along with its half-century relationship with the Detroit Free Press, are typical of Flint's growth through better quality, better service and advanced technology. Can *your* printing be done faster and better? Ask Flint.

Corporate Headquarters: 25111 Glendale Avenue, Detroit, Michigan 48239

**Flint  
Ink**  
CORPORATION

## View from top

(Continued from page 82)

fer when CATV comes into more general use. Readers will still want the full story and expanded treatments possible only in newspapers.

But there is an unpredictable element in the mix. Newspapers measure their performance by numbers: How much advertising linage? How much circulation? Getting these numbers to grow takes large quantities of costly newsprint and energy. As prices for these rise, circulation and advertising rates must increase.

The question is: At what point do these higher prices result in circulation and advertising cut-backs that mandate more compact dimensions for newspapers?

But there are hopeful signs on the horizon. Experiments in Arizona and elsewhere to produce newsprint from kenaf, a fibrous plant, look very promising, indeed. And then, as I've said, newspapers have always proved adaptable—they will continue to grow in any changing terrain.

### GUSTAVE M. HAUSER

President, Chief Executive Officer,  
Warner Amex Cable Communications

We've seen it happen before: The development of an alternate technology does not necessarily replace an existing one. It was true of radio, television, motion pictures—all menacing upstarts in their time. Today, they are living happily ever after, and I'm certain newspapers and CATV will also find love and contentment together.

Newspaper's news-gathering function is vital to the electronic medium. Nor can CATV, in my opinion, deliver the same quantity of information in a format as acceptable or usable as the printed one. So, as I see it, what we will wind up with is an electronic system delivering what newspapers gather but in a limited form and not in any way displacing the print medium.

When a new method of reaching the public appears on the scene, it generally brings with it increased competition for advertising dollars. But such new developments also create first-time advertisers who eventually expand into other media. And that's what I think CATV will do; it will make new advertisers for newspapers.

Nothing we have seen indicates CATV affects newspaper readership. We have looked at markets where 50% or more of television homes are on cable and there has been no impact on circulation as far as we can tell.

By 1985 we expect about 25 million homes in America will be wired to CATV systems. Our Qube system which ena-



Gustave M. Hauser

bles viewers to signal back to a central computer has 40,000 subscribers in Columbus, Ohio where it was first introduced about two years ago. We are now in the process of extending it to Houston, Pittsburgh, Cincinnati and other cities.

Yes, there have been discussions with major retailers like Sears for using the Qube system as a catalogue adjunct. It would be technically possible to present merchandise in word and picture and have the viewer send back an ordering signal.

Although many things are possible with CATV, I believe it will complement newspapers. When all is said and done, there is only so much information you can display on a television screen.

### TED TURNER

President,  
Turner Broadcasting System

From where I sit it looks like the Cable News Network will compete directly with newspapers.

The basic problem with newspapers is they use trees—lots of them. And it takes lots of energy to keep the trees moving to the finished product and the product to the customer. Besides, not everyone who buys a newspaper reads the classified ads, or the stock market reports, or the real estate section, but read them or not, everyone pays for them.

With cable, if you want the baseball scores, classified ads, a stock quotation, or anything else, you'll be able to punch up just what you're looking for. And all for a fraction of the cost it takes to deliver it in print.

Many of the inherent advantages of newspapers will be eroded by CATV. One of the greatest advantages of print is its availability on demand. You can pick it up whenever you want, whereas you have to wait for the news to come on television. Our 24 hour news service will



Ted Turner

diminish this advantage; it will be possible to see news, live, in color and in the making, not as history, all through the day.

Depth of coverage, another newspaper advantage, will also be neutralized by a voice reading 200, or more, word editorials and story details.

I believe newspapers can learn a great deal by checking the recent history of magazines. The general circulation magazines like *Life*, *Look*, *The Saturday Evening Post* and others went out of business because they were trying to be all things to all people. When magazines became targeted and segmented for specialized audiences, they entered a new era of prosperity. I think there are important lessons here for newspapers.

CATV income will come from three different sources: 1) Subscribers to the service. 2) Advertising and 3) Pay TV, first run movies, special events, etc. As the subscriber base grows and we can quantify it for advertisers, the real breakthrough will occur.

Will the growth of CATV further lower our national reading and writing aptitudes? That's a good question. Reading and writing happened so we could pass information through time and distance.

If we can send information through space and time on film, instead of by book or letter, is there really as strong a need for reading and writing as we think there is?

### JOHN J. O'CONNOR

Television, Radio Critic,  
*New York Times*

For 10 years I've been hearing that CATV is going to change the complexion of communications. Here it is 10 years later, and they're still asking for five more years. This leaves me a bit skeptical of just when the revolution is coming.

(Continued on page 110)

EDITOR & PUBLISHER for April 19, 1980



DOW CHEMICAL U.S.A.

MIDLAND, MICHIGAN 48640

STYROFOAM is a registered trademark of

The Dow Chemical Company. We ask that it

only be used to identify products sold by Dow

under that brand name.

Thank You.



**Dow Chemical U.S.A.**  
**STYROFOAM Brand Products**  
**2020 Building**  
**Midland, MI 48640**

Please send me information on the areas checked below:

Trademark Use Bulletin

STYROFOAM brand insulation for:

Residential  Retrofit  Roofing

Low Temp  Commercial  Agricultural Buildings

Other products:

Flotation  Crafts  Mastics  Panel Core

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

# World leaders snub ANPA convention

The Associated Press has unintentionally stolen some of the thunder away from this year's American Newspaper Publishers Association convention program by garnering as its luncheon speaker Philippines President Ferdinand Marcos, who has a past record of press suppression in his country.

The ANPA convention, which convenes April 21-23 in Honolulu, was supposed to feature leaders from an assortment of foreign countries including the Soviet Union, China, Great Britain, France, India, Philippines and Mexico, but all turned down requests to appear with the exception of Marcos.

"Several months ago, ANPA proposed that it pool its resources with Associated Press and UPI (United Press International) to get a number of major

world leaders to speak," said Louis Boccardi, vicepresident and executive editor of AP.

He said the plan was to divide the speakers among the three groups and it was the ANPA's decision to have Marcos speak at the AP luncheon. The overall convention theme was to feature worldwide news personalities.

Now it turns out that Marcos will be the only leader of a foreign country to speak during the three day affair.

Some world headlines have accepted invitations to address the ANPA sessions. Among them are:

United Nations Secretary-General Kurt Waldheim (of Austria) and Canadian Ambassador to Iran, Kenneth Taylor, who engineered the recent escape from Iran by U.S. Embassy official Robert Anders.

U.S. State Department chief spokesman Hodding Carter and Oleg Anichkin, political and foreign analyst, TASS, the Soviet news agency are also scheduled to address the ANPA convention.

The invitation and acceptance by Marcos has created quite a controversy among certain Filipino groups in the United States.

Anti-Martial Law Alliance of New York, on behalf of the Anti-Martial Law Coalition of the Philippines has urged the ANPA and AP to revoke the invitation to Marcos because of what they describe as his "record in suppressing press freedom."

They contend that Marcos arrested and detained some 20 members of the Philippine press immediately after his declaration of martial law on September 21, 1972.

The anti-Marcos groups also contend that he subsequently shut down "at least" 464 print and broadcast media and banned foreign periodicals with articles critical of his administration.

They further contend that Marcos has threatened to deport foreign news correspondents and jailed members of the Philippine press.

In a letter to ANPA president Allen Neuharth, who is also president and chairman of Gannett, the Anti-Martial Law Coalition wrote: "We hope that the sacrifices made for the cause of press freedom by Philippine journalists still languishing in Marcos' jails will not be rendered meaningless by their American colleagues."

In response, Neuharth explained that in keeping with the broad international theme "invitations were extended to many newsmakers from throughout the world."

The criterion, he said, "was world

news, not political philosophy; and it clearly was in this context that President Marcos and the others were invited—as persons who are in the world news."

Neuharth urged the anti-Marcos Philippine groups to "respect our right in a free society to seek out and to hear diverse views whether we like and agree or dislike and disagree with those views and the persons who express them."

Boccardi added that the criterion for the invitations was newsworthiness, "not whether they agree or disagree with press freedom."

ANPA's first convention to be held outside mainland North America is expected to attract about 2,000 newspaper executives and their families—the third highest attendance in ANPA history.

In addition to the Marcos address at the AP luncheon and the talks by Waldheim and Taylor, Anders will also address the ANPA convention program, along with former Federal Communications Commission chairman Richard Wiley; Atlantic Richfield Co. president Thornton Bradshaw; former U.S. Ambassador and Congresswoman Claire Booth Luce; American Bar Association President Leonard Janofsky; singer-political activist Joan Baez.

Also scheduled to address the publishers is Dorothea Moorefield, the wife of one of the 50 Americans currently being held hostage in Iran.

The convention will not be all work for the publishers however. Although the convention sessions will begin at 7 a.m. instead of the usual 8 a.m., no ANPA general sessions are scheduled for the afternoons.

"The 1980 convention format departs from traditional convention programs held in the past by compacting all meetings into the pre-luncheon time frame," said Philip Gialanella, chairman of the convention arrangements committee and president, Gannett Southwest and Pacific Newspaper Groups.

Gialanella said this will free the afternoons so the publishers can attend "unstructured gatherings" or so they can "renew contacts" with their colleagues.

Neuharth's 2-year reign as ANPA chairman and president will end during the final day of the convention and he will be succeeded by Katharine Graham of the *Washington Post*.

George Ariyoshi, Governor of Hawaii, will welcome publishers to the islands at the Monday breakfast session. Neuharth will then deliver the convention's keynote address.

Times Mirror Co. vicechairman Otis Chandler will then moderate a panel of Olympic athletes and officials who will discuss: "The Olympic Games—Do Sports and Politics Mix?" Featured on the panel will be U.S. Silver medalist in figure skating, Linda Fratianne, U.S. Pentathlon record holder Jane Frederick

(Continued on page 88)

EDITOR & PUBLISHER for April 19, 1980

## ANPA Time Table

### Monday

7 am—Eye Opener (Courtesy of EDITOR & PUBLISHER), lounge area

7:30 am—Keynote breakfast followed by General Session, Maui and Molokai rooms

10:30 am—AP meeting, Kauai Room  
noon—AP Reception, Hawaii Ballroom

1 pm—AP luncheon, Hawaii Ballroom

### Tuesday

7 am—Continental breakfast, lounge area

7:30 am—Circulation group discussions  
Under 20,000—Lanai room  
20,000 to 75,000—Maui room  
over 75,000—Molokai room

10 am—Roundtable sessions, N thru T rooms

11:30 am—Newspaper Ad Bureau, Kauai Room

1 pm—UPI luncheon, Hawaii Ballroom

6 pm—ANPA Dinner/Dance, Hawaii Ballroom

### Wednesday

7 am—Eye Opener (Courtesy of *Honolulu Advertiser* and *Honolulu Star-Bulletin*), lounge area

7:30 am—General session breakfast, Maui and Molokai rooms

9:30 am—ANPA annual meeting, Kauai room

10:15 am—General session, Kauai room

1 pm—ANPA reception, lounge area

1:30 pm—ANPA annual luncheon, Hawaii Ballroom

\*All convention sessions in the Sheraton Waikiki





## FROM SII . . . THE **LARGEST** AND MOST SOPHISTICATED PUBLISHING SYSTEMS YOU CAN BUY . . .

System Integrators, Inc. ships *publishing power* to big metropolitan dailies nationwide. For these large newspapers, SII systems provide speed, flexibility and dependability in every department. Production schedules and data are protected through fail-safe backup that virtually eliminates downtime. To satisfy both present needs and future growth, we design total modularity into SII systems—systems capable of supporting over 500 VDTs. That's what we mean by *power*. The kind of power that SII delivers in its



System/44 and System/55-NS. The shipment pictured above is part of an SII System/44 on its way to the *Phoenix Republic & Gazette*. It includes 232 of SII's powerful ET/960 VDTs, the versatile video terminal that puts over 120 editing functions at the operator's fingertips. (The larger, split-screen ET/2000 is also available.)

System/44 has extraordinary flexibility. It accommodates the heaviest classified loads and interfaces with a wide selection of typesetters, remote terminals, archival storage and business systems. Adding a Qume printer module to this or any SII system provides the newspaper with powerful word processing capability.

Publishers looking for 100% uptime in their systems turn to SII's System/55-NS, with fail-safe redundancy that's unmatched in the industry. Every SII installation is backed by the finest customer support services available anywhere.

SII's unique training and technical support programs reflect a total dedication to excellence by a company that holds impeccable financial credentials.



## . . . AND THE BEST **LITTLE SYSTEMS TOO!**



Combine the best features of SII's most powerful systems, scale them down to fit the compact needs of a small daily or weekly, add an affordable price tag and you've got the System/22-STD, an economical solution for the smaller newspaper.

Harvey McGee, the innovative publisher of the *Union Democrat* in Sonora, California, puts out his small but influential daily with the help of a 16-VDT SII System/22. He's getting the same kind of processing capability that SII delivers to big-city newspapers without paying a big-city price.

If your newspaper needs a system that delivers state-of-the-art publishing power, SII's System/22-STD is the logical choice!



**System Integrators Inc.**

Contact your SII Sales Representative, or write on your letterhead for further information and a copy of our annual report to: System Integrators, Inc., 1820 Tribute Road, Sacramento, CA 95815. Attn: Katie Costello. Telephone (916) 929-9481.

Also, plan to visit our new facility at 2 Technology Park, Londonderry, New Hampshire 03053, Telephone (603) 669-4110.

## ANPA program

(Continued from page 86)

and two Austrian skiers.

The Associated Press annual meeting will be held at 10:30 a.m. on Monday (April 21) and Philippines' President Marcos will speak at the AP luncheon beginning at 1 p.m.

ANPA group discussions (based on circulation) will start off the Tuesday program at 7:30 a.m. These will be followed roundtable, give-and-take sessions that will feature the ABA's Janofsky; former FCC chairman Wiley; Atlantic Richfield's Bradshaw; Charles Meyer, senior vicepresident for alternate delivery systems at Sears, Roebuck & Co.; and a number of newspaper execs.

Topics will include energy conservation, fuel alternatives, alternate delivery systems; fiscal management; telecommunications; survey research for small newspapers and the First Amendment.

The Newspaper Advertising Bureau's presentation will follow at 11:30 a.m. and the UPI luncheon program will begin at 1 p.m.

The theme of the UPI program will be "The Balance of Power: Three Views." It will be a panel discussion with Gerard Loughran, UPI foreign editor, U.S.S.R.; Aline Mosby, UPI China correspondent; and John F. Virtue, UPI manager for Central and Latin America. H.L. Stevenson, editor-in-chief of UPI will moderate.

At E&P presstime, there was a possibility that the panel would be canceled, however. The UPI editorial contract expires this week and there was a possibility of a strike. Since the three panelists are members of the union, a strike would preempt them from attending.

The ANPA dinner/dance, featuring entertainment provided by Peter Duchin and his orchestra, will begin at 6 p.m. on Tuesday. The "Best of Hawaii," a musical production, will also highlight the ANPA dinner/dance.

Wednesday's general session will begin at 7:30 a.m. and will focus on the impact of media coverage on the Iranian situation. Following this, Baez will discuss the problem of refugees in Cambodia and other parts of the world.

The ANPA annual meeting will begin at 9:30 a.m. followed by a general session. Waldheim will address the Wednesday ANPA luncheon which begins at 1:30 p.m., following a cocktail reception.

In conjunction with the ANPA convention, the World Press Freedom Committee will hold its bi-annual meeting on Sunday, April 20 at 3 p.m. in the Hilo Room of the Sheraton-Waikiki.

The Sheraton-Waikiki will also be the site of all ANPA meetings and functions.

On Tuesday, April 22 at 3 p.m. the chairman of the Newspaper Publishing Premium Fund Committee and other

ANPA committee chairmen will give their reports to interested members in the Oahu Waialua Room of the Sheraton-Waikiki.

The nomination and election by those present of members of the Newspaper Publishing Premium Fund Committee will also be held.

Throughout the convention, newspaper rep companies, syndicates and other groups will hold cocktail parties, many of which will be by invitation only.

*Parade* and *Family Weekly* will hold their traditional cocktail parties on Sunday night, April 20. Admission is by invitation only.

Also on Sunday, the Trustees of the William Randolph Hearst Foundation will hold a reception and dinner for members of the American Association of Schools and Departments of Journalism. The affair will begin at 6:30 p.m.

On Monday evening, April 21, the *Deseret News* of Salt Lake City, Utah, which touts itself as the "oldest metro newspaper west of the Missouri River," will sponsor a Hawaiian luau dinner at the Polynesian Cultural Center.

Those attending will also be the newspaper's guests at the show "Invitation to Paradise." Buses will transport ANPA convention attendees from the hotels to the Cultural Center beginning at 3 p.m. Buses will return guests to their hotels by 10 p.m.

On Tuesday at 6 p.m., King Features will celebrate the 50th anniversary of the comic strip "Blondie." It will hold a cocktail party in honor of the strip and the men behind it—Dean Young and Jim Raymond. The party is by invitation only.

Following the ANPA dinner/dance on Tuesday night, Sawyer-Ferguson-Walker will hold a cocktail party in the Sheraton-Waikiki.

The 1981 ANPA convention will be held in Chicago, May 4-6. The Chicago Tribune's Clayton Kirkpatrick will be chairman of the Convention Arrangements Committee.

## Publishers to depart for China

The ANPA board of directors and a group of newspaper publishers will depart for the People's Republic of China on April 24 for a 12 to 16 day visit that will focus on the communications media in China.

The group will leave from Honolulu on the morning after the ending of the ANPA annual convention.

Among the areas to be visited will be Peking, Shanghai, Sian, Huehot, Soochow and Canton.

The publishers will meet with Chinese press officials, including representatives of *The People's Daily*, China's national newspaper and Xinhua, its official news agency.

Publishers accepted the invitation

## AP to elect five seats on the board

Ten newspaper executives, including four incumbents, will vie for five positions in the over 50,000 population category on the Associated Press Board of directors at this year's AP annual meeting during this week's American Newspaper Publisher's Association convention in Honolulu.

Also up for grabs is one spot on the board of directors for an executive from a newspaper in a city with less than 50,000.

The four incumbents seeking reelection to the AP board include: Harold W. Anderson, *Omaha (Neb.) World Herald*; Katharine Graham, *Washington (D.C.) Post*; William Keating, *Cincinnati Inquirer*; and William Cowles, III, *Spokane (Wash.) Spokesman-Review* and *Daily Chronicle*.

A fifth board member, James Chambers of the *Dallas Times-Herald*, is not seeking reelection.

Challenging the four incumbents and seeking to fill the fifth vacant seat in the over 50,000 category are: Malcolm "Mac" Borg, *The Record*, Bergen County, N.J.; Robert Achorn, *Wooster (Mass.) Telegram & Gazette*; Howard "Tim" Hays, *Riverside (Calif.) Enterprise and Press*; Edward Miller, *Allentown (Pa.) Call and Chronicle*; Reg Murphy, *San Francisco Examiner*; and Joseph Pulitzer, Jr., *St. Louis Post-Dispatch*.

Vying for one open seat in the under 50,000 population category will be John Emmerich *Greenwood (Miss.) Commonwealth* and John Jones, Sr. *Greenville (Tenn.) Sun*.

Robert White II, *Mexico (Mo.) Ledger*, is ineligible for reelection since he has served three, 3-year terms.

There are 21 members of the AP board of directors.

from the Chinese People's Association for Friendship and foreign countries.

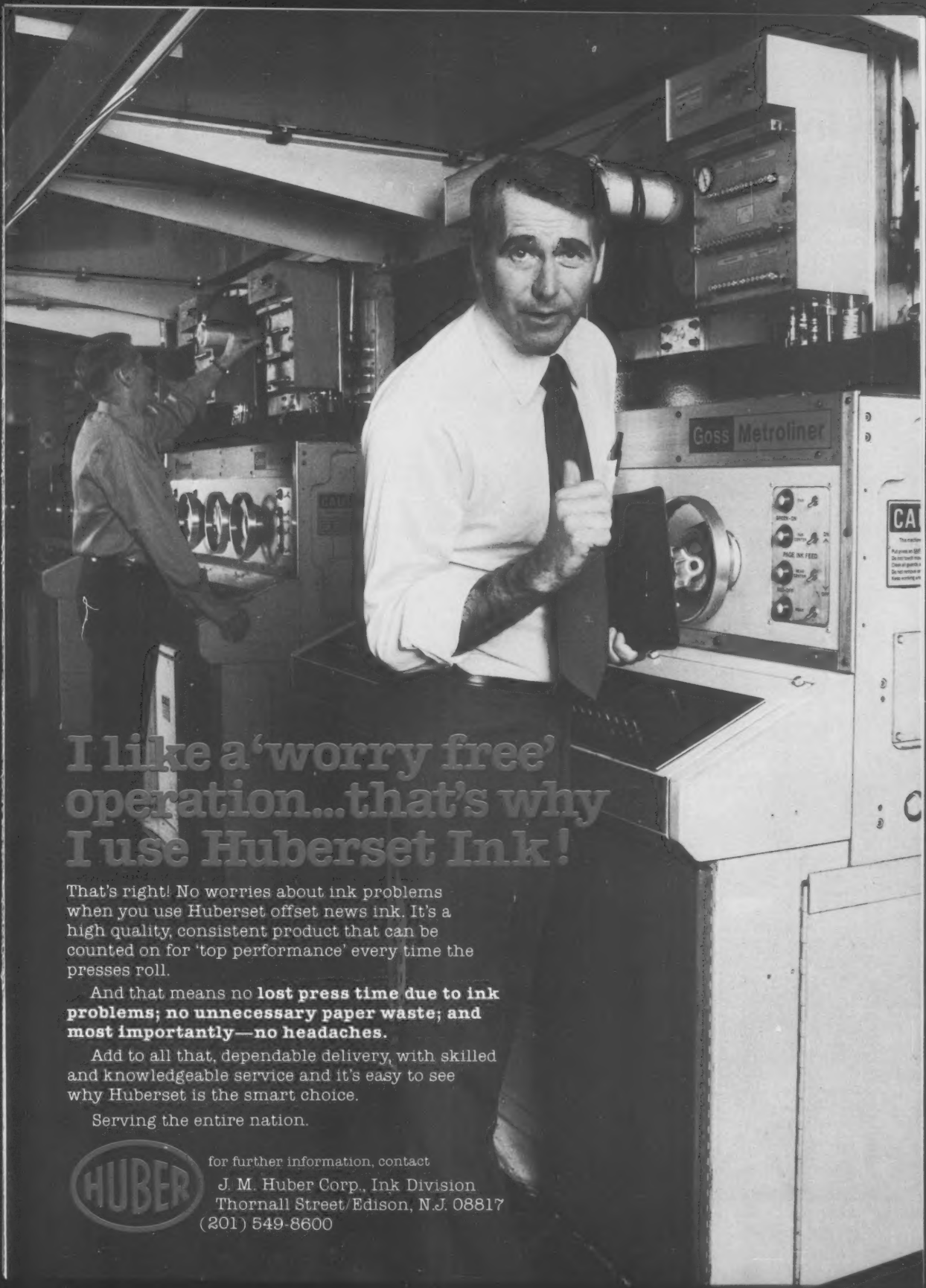
## Editorial writers invited to China

The Information Service of the Foreign Ministry of the Peoples Republic of China has invited a delegation from the NCEW to visit China early in June. It will be an 18-person, 18-day tour (with 14 of those days on the mainland).

Clarke Thomas of the *Pittsburgh Post-Gazette* will be the tour leader. It was decided that the other 17 places for the tour will be filled by a lottery.

The lottery will be held at the NCEW board meeting in Huntington, W.Va., April 25.

EDITOR & PUBLISHER for April 19, 1980



## I like a 'worry free' operation...that's why I use Huberset Ink!

That's right! No worries about ink problems when you use Huberset offset news ink. It's a high quality, consistent product that can be counted on for 'top performance' every time the presses roll.

And that means no **lost press time due to ink problems; no unnecessary paper waste; and most importantly—no headaches.**

Add to all that, dependable delivery, with skilled and knowledgeable service and it's easy to see why Huberset is the smart choice.

Serving the entire nation.



for further information, contact

J. M. Huber Corp., Ink Division  
Thornall Street/Edison, N.J. 08817  
(201) 549-8600

# Katharine Graham talks about her ANPA plans

By Beth Knisley

Katharine Graham's impeccable credentials make her one of the most respected and influential people in the newspaper industry.

For 10 years she served as publisher of one of the Nation's most prestigious papers and is today board chairman and chief executive officer of the Washington Post Company which includes the *Washington Post*, *Trenton* (N.J.) *Times* and *Sunday Times-Advertiser*, *Everett* (Wash.) *Herald* and the *Western Sun*, *Newsweek*, four television stations, half (with the *Los Angeles Times*) of a national news service, part of the *International Herald Tribune* and a major portion of a Nova Scotia newsprint company.

Predictably, the words "most powerful woman in America" are spoken by her admirers. She was selected in the 1980 *World Almanac* as the "most influential woman in the United States."

Certainly a legendary figure in the communication's arena, Mrs. Graham is slated to play an even larger role in the industry when she assumes the top post of the American Newspaper Publishers Association. ANPA's nominating committee has recommended that she be nominated as ANPA's chairman and president at the trade group's 94th annual convention (April 21-23) in Honolulu. Mrs. Graham's nomination was made necessary by the recent death of ANPA vice chairman Len H. Small, president of Small Newspapers Inc. and publisher of the *Kankakee* (Ill.) *Daily Journal*, who was to succeed Gannett Co. chairman Allen Neuharth as ANPA chairman.

Mrs. Graham, who is currently serving as ANPA treasurer, said she feels "very

torn" about assuming the responsibilities as chief of ANPA "when it was supposed to be Len Small." Calling the deceased publisher a "close friend, as well as my colleague," she quietly stated that she will "try to do things not only as I would do them, but as he would do them."

Seated in her eighth-floor office at the Post—a room filled with contemporary, oyster-colored sofas and chairs, abstract paintings and family photos—Mrs. Graham talked about her plans for ANPA.

"One of the most important things that there has to be in ANPA is continuity. Tremendous progress has been made in the last few years and I'm looking forward—if elected—to carrying on the momentum that my predecessors have started," she explained.

Among her priorities are:

(1) ANPA/RI's move from Easton, Pa. to Reston, Virginia; (2) Cooperation with other newspaper societies, "an area where the Readership Council can continue to plan an important role;" (3) Research in newsprint, including the development of Kenaf as a possible resource; (4) Research on ink and its safety; (5) Research on new press technology; (6) Coordination and development of telecommunications, including the satellite facsimile project, and (7) Ways to develop and fine tune ANPA activities to make them of maximum value to all members.

Mrs. Graham believes that ANPA should provide a leadership role in the newspaper industry.

"Most importantly, in this particular time," she said, "ANPA should be the spokesman and leader in freedom of the press areas."

An outspoken advocate of the First

Amendment, Mrs. Graham said major threats to press freedom "are judicial." She then cited specific areas of concern, such as "keeping court rooms open, libel, subpoenas for sources, and scrutinizing the Freedom of Information Act, including the proposed amendments."

In the course of conversation, Mrs. Graham pointed out that her assistant, Milton R. Benjamin, will be helping her with ANPA activities. Benjamin formerly served as deputy metropolitan editor of the Post.

A tall, slender woman (tennis is a "predominant passion"), Mrs. Graham said that she does not foresee any problems in heading ANPA—a newspaper organization—when her corporate responsibilities at the Washington Post Company involve other types of media.

"A vast majority of newspaper executives share that . . . and so, I don't see any particular conflict."

Mrs. Graham's ascension to one of the top U.S. newspaper executives has been well-publicized.

The fourth of five children, Katharine Meyer Graham was born in New York City to Eugene Meyer, a banker, and Agnes Ernst Meyer, an author and philanthropist. Her father purchased the Post for \$825,000 in a bankruptcy sale in 1933. After earning a B.A. degree from the University of Chicago in 1938, Mrs. Graham moved to California to take a job as a reporter for the *San Francisco News*, a Scripps-Howard paper. A year later, she joined the editorial staff of the Washington Post and continued on the paper until 1945, working in the Sunday, circulation and editorial Departments.

After her marriage to Philip Graham in 1940, she devoted most of her time to raising their four children. Her interest in the Washington Post Company never ceased, and after the death of her husband in 1963, she assumed his responsibilities as president of the company.

When she took control of the company, Mrs. Graham expressed her

(Continued on page 92)



GREAT WALL—Kay Graham, center, and friends on a recent visit to China.



BRANDT COMMISSION—Kay Graham and members of the Brandt Commission.

# It's 30 minutes to deadline. Who do you call for electric energy information?



## Call toll free 800-424-8897.

You call Mike Segel.

If you live in the Washington, D.C. area, call him at 202-828-7584.

If you live outside of Washington, dial 800-424-8897. You can reach him toll free anytime—days, nights and weekends.

Mike will give you fast, accurate answers to your questions about electric power.

When you have the time, he can line up news

sources, supply you with pictures or film clips and put you in contact with electric energy specialists.

He can also provide research assistance for you anywhere in the nation.

He has industry statistics and comprehensive backgrounders on major energy topics.

He'll tackle any electric energy questions you've got.

And he's waiting for your call.

### **Edison Electric Institute Information Service.**

The association of electric companies

1111 19th Street, N.W., Washington, D.C. 20036

# 'Up and down' year for ANPA's projects

By John Consoli

The American Newspaper Publishers Association has completed a year of "ups and downs" in its lobbying activities for the newspaper industry—successfully opposing a series of proposed rail surcharges, but failing to make any significant headway in an attempt to get newspapers priority status in a standby gas rationing plan and in an attempt to prevent an apparent postal surcharge for expedited "newspaper treatment."

Despite strong protest by ANPA and other news organizations, indications are that daily newspapers may face a surcharge for the expedited newspaper treatment they have historically received at no extra cost from the Postal Service.

ANPA protest also failed to overturn the Federal Communications Commission's ordered divestiture in 16 markets where there is common ownership of the only daily newspaper and the only broadcast station.

According to the ANPA committee reports, scheduled to release to this week's convention attendees, the ANPA was most successful in opposing surcharge proposals by the railroads.

In that regard, the ANPA successfully opposed an equipment use surcharge by Conrail, a \$200 surcharge by Southern railways and a \$70 surcharge on shipments loaded in certain type box cars (including those in which newsprint is loaded.)

The ANPA lost a battle, however, when the Interstate Commerce Commission denied an ANPA petition for Administrative Review of a decision which allowed most bus companies to charge higher package express rates on interstate shipments of newspapers.

In the telecommunications area, a lobbying effort by ANPA led to a decision by the Federal Communications Commission to abandon its regulatory scheme of compulsory licenses for receive only, satellite earth stations.

ANPA support also led to the U.S. Senate passing a bill that will allow smaller newspapers to take advantage of presort discounts when mailing. The measure must still pass the House.

Among the other positive ANPA accomplishments during the past year were: Assisting 11 member newspapers in obtaining favorable settlements in OSHA noise litigation cases and successfully protesting in favor of duty free status of roto newsprint.

The ANPA has continued to push for legislation to restrict police searches of newsrooms and to secure press protections in legislation to rewrite the Federal

criminal code.

During the year, ANPA also cooperated in a successful effort to repeal carryover basis, thus blocking a scheduled January 1980 increase in capital gain taxes for most inherited property when sold.

As a benefit to its member papers, ANPA negotiated an improved agreement with the Hertz Corporation, providing an increase to 35% in car rental discounts.

ANPA membership increased by 39 since last year's convention and now totals an all-time high of 1,372.

As a means of communicating ANPA's efforts, the ANPA board, following last year's convention, approved the publication of *presstime*, which it hopes will become the "preeminent newspaper-business trade association publication in North America."

A majority of ANPA's membership continues to be in the 50,000 or under circulation category. A total of 77.5% of ANPA member newspapers have circulations of 50,000 or less—or 1,064 of the 1,372 members.

The largest number of newspapers fall into the 25,000 to 50,000 circulation category—286 newspapers or 20.8% of total membership.

The foreword to this year's ANPA committee reports to the membership points out that "the scope and the depth of their work might surprise those active in the associations of other national industries."

The following is a digested version of the ANPA committee reports to the 1980 convention:

**NEWSPRINT:** ANPA estimates that approximately 345,000 metric tons of newsprint were lost due to mill strikes between July 1978 and November 1979. As a result of these strikes, inventories of some publishers dropped to their lowest levels since 1972 and some resorted to purchasing newsprint from overseas markets for the first time since 1976 in order to satisfy newsprint requirements.

ANPA has recommended that developmental and test work continue on the use of kenaf as a substitute or supplement for wood in the production of newsprint.

In January of 1980, following ANPA protest, the Customs Service issued a ruling terminating a short-lived policy of assessing a duty on roto-newsprint because of its high brightness levels.

(Committee chairman: Donald Soldwedel, *Yuma (Ariz.) Daily Sun.*)

**PRESS/BAR RELATIONS:** ANPA has expanded its position to not only

## Graham

(Continued from page 90)

philosophy as a publisher by quoting part of a 1935 statement of her father: "The newspaper's duty is to the readers and to the public at large, and not to the private interests of the owner. In the pursuit of truth, the newspaper shall be prepared to make sacrifice of its material fortunes, if such cause be necessary for the public good. The newspaper shall not be the ally of any special interest, but shall be fair and free and wholesome in its outlook on public affairs and public men."

Under her leadership, the Post experienced steady growth that made it one of the major dailies in the United States. The paper also increased in world-wide prestige and won a Pulitzer Prize for its coverage of the Watergate scandals.

One of her toughest moments, she is quoted as saying, was her decision to publish the Post in the face of a strike by eight craft unions in 1976: "For the first two weeks I did not know whether we were going to be all right or not. I didn't know how many presses we had (undamaged by workers), or whether I might not have hashed up everything." Her ultimate replacement of pressmen with nonunion workers won her considerable respect from many employees.

In January 1979, Mrs. Graham relinquished her position as publisher to her son, Donald Graham.

The 62-year-old executive attributes much of the Post's success during her leadership "to the groundwork that was laid before I came on the scene. We had the opportunity and the means to make progress and that I owe to the people who preceded me. Organizations are largely a function of people and you can carry out goals through very able, professional people who surround you."

Although she is a firm believer in autonomy for the Washington Post Company department heads, Mrs. Graham said she holds herself, as chief executive officer, "ultimately responsible for the quality of management and the quality of planning ahead."

Besides her duties with ANPA and the Washington Post Company, Mrs. Graham is on the board of directors of Associated Press and the Overseas Development Council, as well as a member of the American Society of Newspaper Editors, and a trustee of the Urban Institute, Federal City Council and the Conference Board.

Outside of the office, she relaxes by reading, playing tennis or discussing camera equipment with Art Buchwald.

With a smile, she explained that she's not unlike anyone else when it comes time to unwind.

"I go home and shut the door."

(Beth Knisley is a Washington, D.C.-based writer.)

EDITOR & PUBLISHER for April 19, 1980

# Some newspeople think Bank of America can only fill them in on the U.S. economy.



**Actually, we gather all kinds of data from all kinds of places.**

Don't let our name limit your thinking.

Bank of America has offices in over 85 countries around the world. Plus correspondent relations with leading banks in many other countries.

So give us a call.

We have the world at our fingertips.

And you have us at yours.

San Francisco (415) 622-2776


Los Angeles (213) 683-3264

New York (212) 248-4665

Caracas (02) 33-8601

London (01) 236-2010

Tokyo (03) 406-6911

**BANK OF AMERICA**   
News Relations

## ANPA projects

(Continued from page 92)

support the allowance of still cameras in the courtroom, but to also favor the inclusion of broadcast cameras in the courtroom.

Great attention is being paid to the matter of closed courts in the wake of the Gannett vs. DePasquale decision of the U.S. Supreme Court last July. ANPA has been exploring ways the press can act to "soften the impact" of that decision.

The ANPA/American Bar Association Task Force has agreed that the principle role of open courts deserves full support of both organizations, but the ABA has taken no official action on such a policy position.

ANPA has also been discussing ways to improve the opportunities for the press to cover the decisions of the U.S. Supreme Court in a more thorough manner. The ANPA/ABA Task Force has agreed to move forward on a proposal to seek embargoed release of Supreme Court opinions in "lock up" rooms, for reporter reading and analysis, in advance of publication release times.

(Committee chairman: Joe R. Seacrest, Journal Star Printing Co., Lincoln, Nebraska.)

**CIRCULATION:** Rising cost of newsprint and energy shortages have caused some newspapers to cut back on circulation. In addition, newspaper circulation faces a challenge from other media.

The boards of ANPA and the Newspaper Advertising Bureau have approved extension of the Newspaper Readership Project until 1983 as a means of increasing circulation and of arresting the declining penetration of newspapers.

Although there is not a unanimous opinion among ANPA members, the majority of the ANPA circulation committee believes that the Audit Bureau of Circulation should not undertake the new role of auditing unpaid circulation publications.

There is a widespread shortage of youth carriers and a greater effort on the part of newspapers will be needed during the coming year to meet this problem.

(Committee chairman: Lee Guittar, Dallas (Tex.) *Times-Herald*.)

**LABOR/PERSONNEL:** In 1979, 807 managers and executives from 395 newspapers participated in ANPA Training Service Dept. seminars, workshops and conferences.

Union organizing efforts to gain bargaining rights in newspapers were less successful in 1979 than in previous years. Of the 26 representation elections, the union was certified in 14 and contracts were reached at six of the locations—totaling less than 100 employees. More than twice that number of employees de-

clined representation. Also, the unions prevailed in only 1 of 14 decertification cases.

Strike activity declined in 1979 with only 10 strikes involving 10 newspapers. In 1978, there were 10 strikes against 19 newspapers. Of the 10 strikes, only 3 papers lost publication for more than the initial four days of the strike. ITU did not strike a single publisher in 1979.

ANPA member papers were parties to 75 arbitration cases during 1979—52 involved contract interpretive disputes and 21 dealt with discharge of an employee. Of the 21 discharge cases arbitrated, a discharge was sustained in 16.

(Committee chairman: James Dorris, *Boston Herald-American*.)

**RESEARCH:** Priority areas of research for 1980 include: community involvement and its effect on newspaper readership; newspaper writing style; newspaper graphics and design; accuracy in reporting and editing; language skills; reader motivation; news research bibliographies, among others.

Reader interest in foreign news, business news and sports will also be explored.

(Committee chairman: John E. Leard, *Richmond* (Va.) *Times-Dispatch* and *News Leader*.)

**LABORATORY:** Activity is proceeding with interested manufacturers aimed at the commercial marketing of both the prototype ANPAPRESS and retrofit units. Work has proceeded in the development of single and double width retrofit ANPAPRESS inking units. Both types of retrofit units have been running satisfactorily on a daily run basis at two test newspapers.

Work is progressing toward the development of a letterpress water-based ink, as well as toward a retrofit ANPAPRESS inking system designed for offset reproduction.

A second Circulation Computer System Symposium is scheduled for the end of 1980 and a study of mailroom operations is being completed and will be the subject of a special presentation at the Production Management Conference in Atlanta in June.

(Committee chairman: Uzal H. Martz, Jr., *Pottsville* (Pa.) *Republican*.)

**PRODUCTION:** General trend to offset printing will continue and no new printing processes will be developed in the foreseeable future.

Tokyo Kikai Seisakusho Ltd. of Japan and Lee Enterprises of Davenport, Iowa, announced a research and development arrangement that may provide the industry with a new lightweight, less expensive press than is currently available.

Arrangements are being made to make the ANPAPRESS ink motion commercially available. The ANPA board has approved additional funding for this research.

(Committee chairman: Richard J.V. Johnson, *Houston Chronicle*.)

**INTERNATIONAL:** During the past year, ANPA reviewed and commented on four human rights treaties pending ratification by the U.S. Senate. While recognizing the general progress marked by the treaties, ANPA expressed concern over specific provisions which might be interpreted to permit restrictions on free press activities. As yet, the Senate has not ratified the human rights treaties.

Harold Andersen, president of the *Omaha* (Nebr.) *World-Herald* and a former ANPA chairman and president, serves as president of the International Federation of Newspaper Publishers (FIEJ) until his term expires in May. Current ANPA chairman and president, Allen Neuharth chairman and president of Gannett, is expected to be elected a FIEJ vicepresident at that time. Bob Marbut, president and CEO of Harte-Hanks and an ANPA director is a vice-chairman of the International Press Telecommunications Council (IPTC.)

**NIE:** In 1979, visits were made to 40 newspapers, presentations were made to newspaper associations and to 20 teacher conferences and workshops. By mid-1980, all 50 states will have been canvassed and visits offered to all newspapers in each state.

Linda Skover became manager of educational services for the ANPA Foundation with responsibility for all Newspaper In Education activities. She will be joined by a second full-time NIE field advisor in 1980.

The annual NIE conference was attended by 190 persons in 1979, up from 169 in 1978. A total of 471 NIE programs are being conducted in the United States. About 30 million newspapers are distributed to schools annually through NIE programs. Two-thirds of the newspapers charge half price for school copies. One-fifth of the newspapers without NIE programs say that a major reason for not having one is they do not know how to start a program.

(Committee chairman: Steed Rollins, *Durham* (N.C.) *Herald* and *Sun*.)

**J-EDUCATION:** A survey of journalism schools has been undertaken to determine how many have hiring, salary and tenure policies which credit practical media experience as well as academic credentials. The report is scheduled for publication in the near future.

(Submitted by Committee co-chairman Eugene Dorsey, Gannett Northwest and the *Idaho Statesman*.)

**ACCREDITATION:** ANPA Foundation awarded a grant of \$5,000 in 1979 to support the work of the American Council on Education for Journalism. It was the largest grant ever received by the Council.

For the 1979-80 school year, 80 schools have ACEJ accredited units or sequences. During 1978-79, six pub-

(Continued on page 96)

EDITOR & PUBLISHER for April 19, 1980



# WESTERN'S **Front Page** PLATE

## GIVES YOUR FRONT PAGE (AND ALL YOUR PAGES) A CLEAN APPEARANCE THAT'S APPARENT AND MORE...

It's the end product that counts — and *how you arrive* at that end is very important too. For deadlines demand as few problems as possible, as any production manager knows. Using FRONT PAGE plates assures that *your* newspaper will be clean, but even more important, your production problems will be reduced to a minimum.

You see, the Western FRONT PAGE plate is especially designed for the newspaper industry, with over-all production in mind — from plateroom through press. It provides easy development, fast roll-up, and long trouble-free runs.

What makes FRONT PAGE perform so well? To begin with the FRONT PAGE plate is anodized, producing a surface that is extremely resistant to the abrasive qualities of newsprint... an ideal Di-Litho or offset surface... clean... water receptive... oxidation resistant... and long running. Solids print solid and halftones print clean... every edition.

Also, FRONT PAGE has a uniform, consistent brush grain which provides the tooth that gives a strong bond between chemicals and plate. In addition it gives excellent ink-water balance and speeds make-up. And litho grade aluminum and rigid quality control make Western's FRONT PAGE plate *virtually trouble-free*.

Important too, your plateroom and pressroom personnel can be assured that each order of FRONT PAGE plates will be like the one before... no variation in quality... which means no variation in high performance.



So if you're not already using FRONT PAGE—see the difference—contact your Western Dealer or Western Technical Sales Representative today... or call 800 325-3310 toll free and we will make arrangements for you to try FRONT PAGE.

# western LITHO PLATE

3433 TREE COURT INDUSTRIAL BLVD., ST. LOUIS, MO. 63122 • PHONE TOLL FREE 800-325-3310

NEWSMASTER IS A FULL LINE OF PRODUCTS ESPECIALLY DESIGNED FOR THE NEWSPAPER INDUSTRY — PLATES — CHEMISTRY — PLATEROOM MACHINERY



## ANPA projects

(Continued from page 94)

lishers and business executives from newspapers took part in the visits.

(ANPA Foundation representative to ACEJ: James Ottaway, Jr., Ottaway Newspapers.)

**TRANSPORTATION:** Following ANPA protest, Conrail withdrew a proposed equipment use charge that would have cost publishers an estimated \$500,000 annually to move newspapers via the rail service.

The Interstate Commerce Commission, following ANPA protest, also rejected a proposed \$200 surcharge by railroads in the South. Eastern Railroads, following another ANPA protest, decided not to implement a proposed \$70 surcharge on shipments loaded in certain type box cars (including those in which newsprint is loaded.)

ANPA lost one battle when the ICC denied an ANPA petition for Administrative Review of a decision which allowed most bus companies to charge higher package express rates on interstate shipments of newspapers.

(Committee chairman: Robert Mannel, *Chicago Tribune*.)

**RADIO-TV OWNERSHIP:** The Federal Communications Commission ordered that divestiture must be completed by January 1, 1980 in 16 small markets where there was common ownership of the only daily newspaper and the only broadcast station.

The number of combined ownerships has been reduced to five and those five asked the FCC and were granted temporary waivers from divestiture—allowing more time for compliance.

ANPA testified before both the U.S. Senate and the House on legislation to revise the Communications Act of 1934. ANPA called on Congress to repeal the FCC's cross ownership rules.

(Committee chairman: Joe Dealey, *Dallas Morning News*.)

**SATELLITE COMMUNICATIONS:** The joint task force comprised of members of ANPA, AP and UPI, after 2 years of investigation, recommended that it is neither feasible nor necessary for the newspaper business to seek to establish some sort of new and separate "joint venture" entity to manage a whole satellite communications system by it owned or leased. It was also determined that neither AP or UPI should become a single "operating agent" for a system.

Rather, it became obvious the goal of a proper service for the newspaper business could be accomplished by having AP and UPI agree to occupy the same satellite and transponder; thus both wire services (and others associated with them) could be received by an individual newspaper using one receiver dish.

If the recommendations of the Task Force are adopted and implemented by ANPA, AP and UPI, the newspaper business would be served by compatible but separate satellite services which can share earth stations where practical and economically feasible.

(Task Force chairman: Stanton Cook, *Chicago Tribune*.)

**NEWSPRINT QUALITY:** The committee during the past year discussed the value of using bar codes on newsprint rolls for identification; examined ANPA's kenaf newsprint project; detailed procedures for reporting web break defects; conducted newsprint quality tests on the test ANPAPRESS unit; reviewed possible newsprint supply and quality problems for the coming year; examined trends and attitudes toward metric conversions and established initial guidelines for a future seminar on the measurement and control of runnability.

(Committee chairman: William Metzfeld, Gannett Supply Corporation.)

**CREDIT BUREAU:** ANPA Credit Bureau Inc. recovered more than \$1.2 million of delinquent advertising accounts for its newspaper members. The number of accounts processed for collection were increased by 66.4%.

**TELECOMMUNICATIONS:** The most significant development during the past year was the decision by the Federal Communications Commission to abandon its regulatory scheme of compulsory licenses for receive only, satellite earth stations. The owner of a small dish antenna may now begin operation immediately upon installation, however, the owner assumes all risks should electronic interference develop at some later point.

ANPA stressed to the Congress that when legislation is introduced revising the Communications Act of 1934, it must contain a provision that will maintain the lowest-possible cost for press telecommunication services.

(Committee chairman: Robert Marbut, Harte Hanks Communications, Inc.)

**PRODUCTION:** A Task Force cooperatively developed with AP, UPI and newspaper representatives, the high and low-speed wire service transmission guidelines which are in use today by the various wire carriers. The task force continues to monitor and to incorporate refinements to the codes. The task force currently is working on a category code and unique numbering scheme and on other recommended improvements to the wire service guidelines.

A wire service operations primer is being developed which will provide basic information and an understanding of the terminology used in newspaper operations for new people entering the newspaper business.

Guidelines have been developed that will assist member newspapers in equipment purchase contract negotiations.

A Task Force, working closely with the American Association of Advertising Agencies, is developing a possible fixed-unit, national advertising sizing system which could alleviate the wide format variations presently existing with regard to national advertising.

(Committee chairman: Walter Mattson, *New York Times Co.*)

**GOVERNMENT AFFAIRS:** Efforts continued at both the state and federal levels to enact legislation aimed at protecting the press and all other innocent third parties from search by police officers armed only with warrants.

An Action Group of 13 members was formed to be into effect the recommendations of the ANPA Tax Law Task Force.

President Carter signed into law a bill in late 1979 which continues to prohibit the IRS from classifying independent contractors as employees.

The Occupational Safety and Health Administration said that higher cancer incidence had been reported in a number of occupations, including newspaper printing pressmen.

The Government has failed to give newspapers any special privileges in a conservation plan that the President can implement should there be any shortages in the gasoline supply.

(Committee chairman: John Jones, *Greenville (Tenn.) Sun*.)

**POSTAL:** Indications are that daily newspapers may face a surcharge for the expedited "newspaper treatment" they have historically received at no extra cost from the Postal Service. ANPA, NNA and Dow Jones & Co. presented oral arguments on the case in February and a recommendation from the Postal Rate Commission is expected soon.

Phasing ended in July for second-class, regular-rate publications, leaving publishers facing rate hikes of up to 25%. On January 7, the U.S. Supreme Court refused to review a lower court decision that currently effective postal rates are lawful. The decision virtually eliminates any use of public service considerations in rate-making methodology and results in higher postal rates for second class mailers.

The Senate passed a bill (S-1425) that would allow newspapers and periodicals with circulations of less than 250,000 to take advantage of presort discounts. The bill is still pending before the House.

ANPA and NNA representatives met with postal officials in February to discuss problems publishers have had in complying with the "51% rule." This rule requires that newspapers which carry pre-printed supplements must ensure that at least 51% of the copies of the supplement are sent via the newspaper and not distributed by other means.

(Committee chairman: Kenneth M. Carter, *Peekskill (N.Y.) Evening Star*.)

EDITOR & PUBLISHER for April 19, 1980

Get a handle  
on the future.



If you've been waiting for the future to bring the most sophisticated terminal in portable form, wait no more. It's here, Telcon's Ambassador. Look closely at some of these features: Full Screen Display Capability combined with 40 or 80 Column Printing, Instantaneous Cassette Memory up to 80K. Bubble Memory up to 64K, Auto Word Wrap, every desired Text Editing Feature. Communicate anywhere in

**Telcon's**  
**Ambassador**  
**Portable**  
**Terminal**

the world using Standard ANPA bureau protocol, conventional or time sharing, transmit in 5, 6, 7 or 8 level code at data rate keyboard selected anywhere from 45.5 to 9600 baud. And there's more. The Telcon Ambassador is so rugged, you can treat it like an ordinary piece of luggage. Call or write for a brochure on the Ambassador I or Ambassador II, don't wait for the future, it's here today at Telcon.

TELECOMMUNICATION SYSTEMS AND EQUIPMENT



1401 N.W. 69th St. • Ft. Lauderdale, FL 33309 • (305) 971-2250 • TWX 510-956-9412

Philadelphia: P.O. Box 263 • Morrieville, PA 19067 • (215) 547-1092

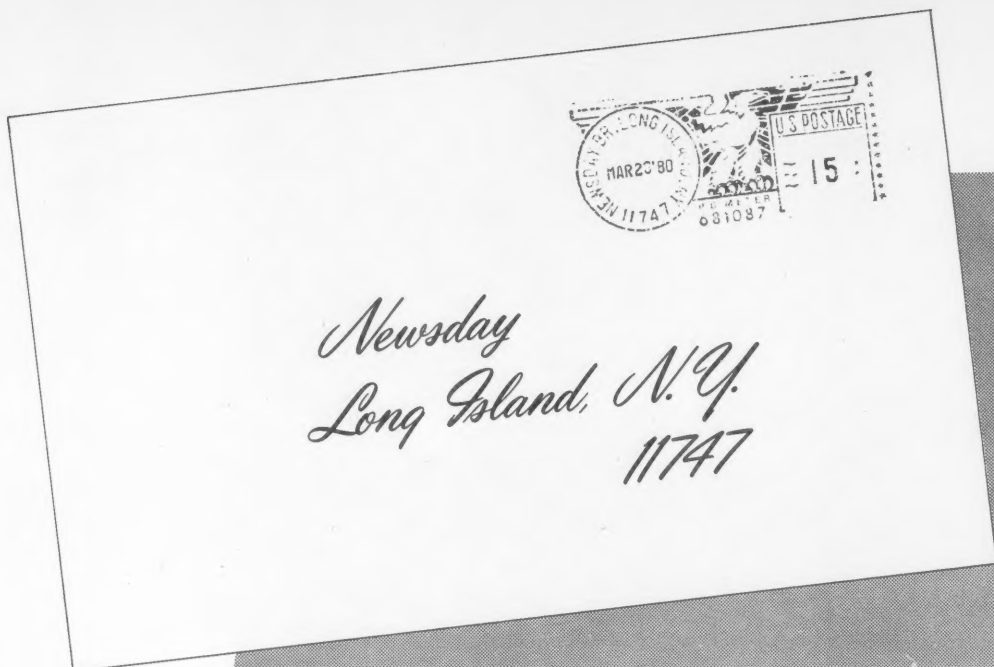
London: 76 Shoe Lane • Suite 307 • London, England EC4A3JB • 01-383-8821

Caracas: Esquina De Madricas-Centro • Edificio Likus #82 • Caracas, Venezuela • Telephone (58-2) 81-95-74

Distributed by:

Amfax Communications, Inc. • Suite 203 • 49 Pleasant St. • S. Weymouth, MA 02190 • (617) 337-9415

Canfax Communications, Inc. • Suite 6 • 8180 Devonshire • Mt. Royal, Que. H4P 2K3 • (514) 737-8696



## A new address. And a new era.

In terms of distance, it was insignificant—about 15 miles from Garden City to Melville, N.Y.

But in terms of number of employees (over 2,000) and circulation (over 500,000) Newsday's relocation to its new headquarters last fall was the largest single move in the history of American newspapers.

Today, in its 40th year, Newsday is housed in one of the most modern newspaper plants in the nation. A building designed to the last detail for the newspaper of the future. A facility that encompasses the latest and best that modern technology offers.

This includes five new offset presses that have increased our production capacity by a third and have given us, for the first time, the ability to print in color.

Along with our physical move, Newsday's advertising linage in 1979 moved to a record level and circulation hit an all-time high of 505,710 daily and 553,681 on Sunday.

Our award-winning editorial staff, now operating out of America's most modern newsroom, continued to receive national honors during the past year, including the prestigious Penney-Missouri and Polk awards.

Newsday's relocation also resulted in another significant acquisition—our own post office. This means that all you need to know to reach us is our zip code. Our new address fully reflects what Newsday truly is:

**The Long Island Newspaper.**

# Newsday



# Who's where at the ANPA

Key to hotel abbreviation:

HR—Hyatt Regency Waikiki

KH—Kahala Hilton

RH—Royal Hawaiian

SW—Sheraton Waikiki

## Newspapers

**Aalborg (Denmark)** Aalborg Stiftstien  
Mr. & Mrs. Alf K. Schiottz Christensen—KH

**Agana (Guam)** ANPA  
Mr. Robert E. Udick—SW

**Akron (Ohio)** The Beacon Journal  
Mr. & Mrs. Keith L. McGlade—SW

**Alexandria (La.)** Alexandria Daily Town Talk  
Mrs. T.A. Hardin—SW  
Mr. & Mrs. Tom J. Hardin—SW  
Mr. & Mrs. Larry D. Smith—SW  
Mr. & Mrs. Joe D. Smith—SW

**Allentown (Pa.)** Call-Chronicle Newspapers  
Mr. & Mrs. Richard J. Hummel—RH

**Altoona (Pa.)** Altoona Mirror  
Ms. Delores Baker—SW  
Ms. Marjorie A. Helsel—SW  
Mr. Dean E. Helsel—SW  
Mr. Daniel J. Slep—SW

**Amarillo (Texas)** Amarillo Daily News & Globe Times  
Mr. & Mrs. James L. Whyte—SW

**Amsterdam (N.Y.)** Amsterdam Recorder  
Mr. & Mrs. Charles H. Miller—KH

**Anchorage (Alaska)** Anchorage Daily News  
Katherine Fanning—SW

**Anderson (S.C.)** Independent Mail  
Mr. & Mrs. John C. Ginn—SW

**Ann Arbor (Mich.)** The Ann Arbor News  
Mr. & Mrs. Ralph E. Schweitzer—RH

**Anniston (Ala.)** The Anniston Star  
Mr. & Mrs. Phillip A. Sanguinetti—SW

**Ardmore (Okla.)** The Daily Ardmoreite  
Mr. & Mrs. Douglas C. Dillard—SW  
Mr. & Mrs. Gary Dillard—SW

**Arlington Heights (Ill.)** Daily Herald  
Mr. & Mrs. Daniel Baumann—KH  
Mr. & Mrs. Arthur Diaz—KH  
Mr. & Mrs. Stuart R. Paddock, Jr.—KH

**Athens (Ga.)** Athens Banner-Herald & Daily News  
Mr. Robert W. Chambers—SW

**Athens (Tx.)** Daily Review  
Mr. & Mrs. Dan Dwelle—RH

**Augusta (Ga.)** The Augusta Chronicle & Herald  
Mr. & Mrs. William S. Morris III—SW  
Mr. & Mrs. Edward B. Skinner—SW  
Mary Helen Skinner—SW

**Aurora (Ill.)** The Beacon-News  
Mr. & Mrs. Denny C. Hough—SW

**Bakersfield (Cal.)** The Bakersfield Californian  
Mr. Donald Fritts—KH

**Baltimore (Md.)** Baltimore News-American  
Mr. & Mrs. Robert R. Eckert—SW

**Baltimore (Md.)** The Baltimore Sun  
Mr. & Mrs. Donald H. Patterson—HR  
Mr. & Mrs. Robert H. Kavanaugh—SW

**Bangor (Me.)** Bangor Daily News  
Joanne J. Van Namee—RH  
James F. Van Namee—RH  
Mr. & Mrs. Richard J. Warren—SW

**Barre (Vt.)** Times-Argus  
Mr. & Mrs. George J. Gladding—SW

**Batavia (N.Y.)** The Daily News  
Mr. & Mrs. Robert H. Nagel—HR

**Baton Rouge (La.)** State-Times & Advocate  
Mr. & Mrs. Charles C. Garvey—RH  
Mr. & Mrs. David C. Manship—RH  
Mr. & Mrs. Douglas L. Manship, Jr.—RH

**Battle Creek (Mich.)** Enquirer & News  
Mr. Robert B. Miller, Jr.—SW

**Bay City (Mich.)** The Bay City Times  
Mr. & Mrs. Rex H. Thatcher—SW

**Beaumont (Tx.)** Beaumont Enterprise & Journal  
Mr. & Mrs. Gene H. Cornwell—SW

**Beaver (Pa.)** Observer Pub. Co.  
Jane W. Davis—SW

**Beaver (Pa.)** Beaver County Times  
Mr. & Mrs. Arthur E. Mayhew—SW

**Belleville (Ill.)** News-Democrat  
Mr. & Mrs. Darwin C. Wile—SW

**Bellingham (Wash.)** Bellingham Herald  
Mr. & Mrs. Charles T. Wanninger—SW

**Biloxi (Miss.)** The Daily Herald & The Sun  
Mr. & Mrs. Roland Weeks, Jr.—SW

**Binghamton (N.Y.)** Binghamton Press & Sun Bulletin  
Mr. & Mrs. Fred G. Eaton—SW

**Birmingham (Al.)**  
Mr. & Mrs. Cecil F. Hackney—SW

**Birmingham (Mi.)** The Sacramento Union  
Mr. & Mrs. Richard A. Jones—SW

**Bloomfield Hills (Mi.)**  
Mr. Lee Dirks—SW

**Bloomington (Ill.)** The Daily Pantagraph  
Mr. & Mrs. William G. Diesel—SW

**Bloomington (Ind.)** Herald-Times, Inc.  
Mr. & Mrs. Scott C. Schurz—SW

**Bloomsburg (Pa.)** Press-Enterprise, Inc.  
Mr. & Mrs. Stephen Buckley—SW  
Mr. & Mrs. Paul Eery, Jr.—SW

**Bluffton (Ind.)** Bluffton News-Banner Corp.  
Mr. & Mrs. James C. Barbieri—SW

**Boise (Ida.)** The Idaho Statesman  
Mr. & Mrs. C. Eugene Dorsey—SW

**Boone (N.C.)** Watauga Democrat  
Mr. & Mrs. Paul Armfield Coffey—SW  
Jane Krida—SW

**Boston (Mass.)** Boston Herald American  
Mr. & Mrs. James T. Dorris—SW

**Bradenton (Fla.)** The Bradenton Herald  
Mr. & Mrs. William F. La Mee—SW

**Brandon (Manitoba, Canada)** The Brandon Sun  
Mr. Lewis D. Whitehead—SW

**Bridgeport (Conn.)** Post Publishing Company  
Mr. & Mrs. John E. Friem—SW

**Bridgewater (N.J.)** The Courier-News  
Mr. & Mrs. David Mazzarella—SW

**Bristol (Colo.)** Bristol Press  
Mr. & Mrs. E. Bartlett Barnes—RH

**Buffalo (N.Y.)** Courier Express  
Mr. Roger Parkinson—SW

**Burlington (Iowa)** The Burlington Hawk Eye  
Mr. & Mrs. Stuart Awbrey—SW

**Burlington (Vt.)** The Burlington Free Press  
Mr. & Mrs. Richard M. Bottorf—SW

**Brownsville (Pa.)** Brownsville Publishing Corp.  
Mr. & Mrs. Charles W. McKinley—SW

**Butler (Pa.)** Butler Eagle  
Mr. & Mrs. John L. Wise—SW  
Mr. & Mrs. Vernon L. Wise, Jr.—SW

**Camden (N.J.)** Courier-Post  
Mr. & Mrs. N.S. Hayden—SW

**Canton (Ohio)** The Repository  
Mr. & Mrs. Michael W. Johnston—SW

**Capetown (Republic of South Africa)** Nasionale Koerante Beperk  
Mr. Jacobus J.N. Geldenhuys—SW

**Casper (Wyo.)** Casper Star Tribune  
Mr. Thomas W. Howard—RH

**Cedar Rapids (Iowa)** Cedar Rapids Gazette  
Mr. & Mrs. J.F. Hladky, Jr.—SW  
Mr. & Mrs. Joe F. Hladky, III—SW

**Centralia (Wash.)** Centralia Chronicle  
Mr. & Mrs. Jack Britten—SW

**Centralia (Wash.)** Lafroniboise Newspapers  
Mr. & Mrs. Donald L. Nunn—SW

**Chambersburg (Pa.)** Public Opinion  
Ms. Marjorie B. Paxson—SW

**Champaign (Ill.)** Champaign News Gazette  
Ms. Marajan S. Chinigo—SW

**Chanute (Kansas)** Chanute Tribune  
Mr. & Mrs. Mike Harris—SW

**Charleston (W.Va.)** Charleston Daily Mail  
Mr. & Mrs. Clay Buckner—SW  
Mr. Lyell B. Clay—SW

**Charleston (W. Va.)** Charleston Newspapers  
Mr. & Mrs. Charles M. Avampato—HR

**Charlotte (N.C.)** Knight Publishing Co.  
Mr. Rolfe Neill—Surfrider

**Chicago (Ill.)** Chicago Sun-Times  
Mr. & Mrs. Joe B. McAdams—RH  
Mr. & Mrs. Charles C. Fegert—RH  
Mr. & Mrs. Thomas E. Rice—RH  
Mr. & Mrs. Thomas M. Tallarico—RH

**Chicago (Ill.)** Chicago Tribune Co.  
Mr. & Mrs. Stanton R. Cook—RH  
Mr. & Mrs. Clayton Kirkpatrick—RH  
Mr. & Mrs. John W. Madigan—RH  
Mr. & Mrs. Maxwell McCrohon—RH  
Mr. & Mrs. Harold R. Livendahl—RH  
Mr. & Mrs. Howard J. Wood—RH

**Chicago (Ill.)** Lerner Newspapers  
Mr. & Mrs. Louis A. Lerner—SW

**Chicago (Ill.)** Tribune Co.  
Mr. & Mrs. Thomas P. O'Donnell—RH

**Chillicothe (Ohio)** Chillicothe Gazette  
Mr. Mickie K. Timmons—SW

**Chula Vista (Ca.)** El Mexicano Newspapers  
Mr. & Mrs. Sergio Gomez-Silva—SW

**Cincinnati (Ohio)** The Cincinnati Post  
Mr. & Mrs. John L. Feldman—SW

**Clarksburg (W. Va.)** Clarksburg Exponent & Telegram  
Mr. & Mrs. Cecil B. Highland, Jr.—RH

**Cleveland (Ohio)** The Plain Dealer  
Mr. & Mrs. Roy O. Kopp—RH

**Collegeville (Pa.)** Sunday Watchman  
Mr. Robert B. McCracken—SW

**Colorado Springs (Colo.)** Colorado Springs Sun  
Mr. & Mrs. Edmund O. Martin—SW

**Columbia (S.C.)** State-Record Co.  
Mr. & Mrs. Ben R. Morris—RH

**Columbus (Ga.)** Columbus Ledger & Enquirer Newspapers  
Mr. & Mrs. Glenn Vaughn—SW

**Columbus (Ind.)** The Republic  
Mr. & Mrs. Robert N. Brown—KH

**Concord (N.H.)** Monitor Pub. Co.

# John A. Park, Jr. & Associates

## Expertise in Handling Media Ownership Changes

At The Sheraton Waikiki for ANPA

BOX 17127 RALEIGH, N.C. 27609 (919) 782-3131

23 Years Nation-Wide Personal Service

Mr. & Mrs. George W. Wilson—RH  
 Concord (N.C.) The Concord Tribune, Inc.  
 Ms. Elizabeth G. Huckle—SW  
 Corpus Christi (Texas) Caller-Times Pub. Co.  
 Mr. & Mrs. James W. Hopson—KH  
 Corsicana (Tx.) The Corsicana Sun, Inc.  
 Mr. & Mrs. Arthur J. Keeney—SW  
 Cortland (N.Y.) Cortland Standard  
 Mr. & Mrs. Paul L. Geibel—SW  
 Corydon (Ind.) The Corydon Democrat  
 Mr. & Mrs. Robert P. O'Bannon—SW  
 Mr. & Mrs. Dennis L. Huber—SW  
 Coventry Newspapers, Ltd., Coventry, England  
 Mr. & Mrs. Frank T. Bunting  
 Covina (Cal.) San Gabriel Valley Tribune  
 Mr. & Mrs. Al Trotter—SW

**D**ade City (Fl.) Pasco News  
 Mr. & Mrs. William L. Matthew—SW  
 Dallas (Texas) The Dallas Morning News  
 Mr. & Mrs. Richard D. Blum—RH  
 Mr. & Mrs. James M. Moroney, Jr.—SW  
 Danville (Ill.) The Commercial-News  
 Ms. Christy C. Bulkeley—SW  
 Dayton (Ohio) Dayton Newspapers, Inc.  
 Mr. & Mrs. Robert C. Snyder—SW  
 Mr. & Mrs. Robert H. Musseleman—SW  
 Mr. & Mrs. David E. Easterly—SW  
 Denver (Colo.) The Denver Post, Inc.  
 Mr. & Mrs. Earl R. Moore—HR  
 Detroit (Mich.) The Evening News Assoc.  
 Mr. & Mrs. Robert C. Nelson—Surfrider  
 Dubuque (Iowa) Telegraph Herald  
 Mr. & Mrs. Norman R. McMullin—SW  
 Duluth (Minn.) Duluth Herald & News-Tribune  
 Mr. & Mrs. John M. McMillion—SW

**E**ast Lansing (Mich.) The Sacramento Union  
 Mr. & Mrs. John P. McGoff—SW  
 Mr. & Mrs. Robert E. Leipprandt—SW  
 Elgin (Ill.) Daily Courier-News  
 Mr. & Mrs. D. Ray Wilson—SW  
 Elizabeth City (N.C.) The Daily Advance  
 Mr. & Mrs. C. Bruce Bulman—SW  
 Elkhart (Ind.) Elkhart (Ind.) Truth  
 Mr. & Mrs. James P. McNeile—Surfrider  
 Ellwood City (Pa.) Ellwood City Ledger  
 Mr. & Mrs. William C. Kegel—SW  
 Elmira (N.Y.) Elmira Star-Gazette, Inc.  
 Mr. & Mrs. Robert L. Colson—SW  
 El Paso (Texas) El Paso Times/Herald-Post  
 Mr. Frank Feuille III—SW  
 Elwood (Ind.) The Call-Leader/Tipton Tribune  
 Mr. & Mrs. Jack L. Barnes—RH  
 Mr. & Mrs. Jack J. Armstrong—RH  
 Enid (Okla.) Enid Publishing Co.  
 Mr. & Mrs. John W. Taylor—SW  
 Mr. & Mrs. Milton B. Garber—SW  
 Escondido (Cal.) Times-Advocate  
 Mr. & Mrs. John M. Armstrong—RH  
 Evansville (Ind.) Evansville Printing Corp.  
 Mr. & Mrs. Walter J. Goeltz—SW  
 Everett (Wash.) Everett Herald  
 Mr. & Mrs. Larry Hanson—Surfrider  
 Mr. & Mrs. Christopher M. Little—Surfrider  
 Mr. & Mrs. Donald Palmer—Surfrider

**F**airborn (Ohio) Fairborn Herald  
 Mr. & Mrs. James G. McMillan—HR  
 Fairfield (Cal.) Fairfield Publishing Co.  
 Mr. & Mrs. Don R. Hancock—SW  
 Mr. & Mrs. Dean McNaughton—SW

Fargo (N.D.) The Forum  
 Mr. & Mrs. Charles T. Bohnet—SW  
 Mr. & Mrs. William C. March—SW  
 Farmington (N.M.) Farmington Daily Times  
 Mr. & Mrs. Eliot O'Brien—SW  
 Findlay (Ohio) The Courier  
 Mr. & Mrs. Edwin L. Heminger—RH  
 Florence (Ala.) Times/Daily  
 Mr. & Mrs. Bailey Anderson—SW  
 Fort Collins (Colo.) Fort Collins Coloradoan  
 Mr. & Mrs. Robert S. Lee—SW  
 Ft. Lauderdale (Fla.) Gore Newspaper Co.  
 Mr. & Mrs. Byron C. Campbell—RH  
 Fort Myers (Fla.) Fort Myers News-Press  
 Mr. & Mrs. Paul B. Flynn—SW  
 Fort Wayne (Ind.) Fort Wayne Journal-Gazette  
 Mr. & Mrs. Duane R. Jacobs—SW  
 Frankfort (Ind.) Frankfort Times, Inc.  
 Mr. & Mrs. John E. Mitchell—SW  
 Fremont (Neb.) Publisher Fremont (Neb.)  
 Tribune  
 Mr. Gary K. Chappell—SW  
 Fremont (Ohio) The News-Messenger  
 Mr. & Mrs. James F. Daubel—SW  
 Fresno (Cal.) The Fresno Bee  
 Mr. & Mrs. Roger C. Corvell—Surfrider

**G**alion (Ohio) The Galion Inquirer  
 Mr. & Mrs. Edgar Koehl—SW  
 Gallup (N.M.) The Gallup Independent  
 Mr. & Mrs. John K. Zollinger—SW  
 Galveston (Texas) The Galveston Daily News  
 Mr. & Mrs. Les P. Daughtry—SW  
 Gardner (Mass.) The Gardner News  
 Mr. & Mrs. Robert B. Bowen—SW  
 Mr. Francis H. LeBlanc—SW  
 Gary (Ind.) Post-Tribune Publishing Co.  
 Mr. & Mrs. Don C. Becker—RH  
 Mr. & Mrs. John R. Cornett—SW  
 Grand Forks (N.D.) Grand Forks Herald  
 Mr. & Mrs. John B. Lux—SW  
 Grand Island (Neb.) Grand Island Independent  
 Mr. & Mrs. David A. Beliles—SW  
 Great Falls (Mont.) Great Falls Tribune  
 Mr. & Mrs. William A. Cordingley—RH  
 Greensboro (N.C.) Greensboro Daily News &  
 Record  
 Mr. & Mrs. W. Scott Trundle—SW  
 Greenville (Miss.) Delta Democrat Times  
 Mr. & Mrs. John T. Gibson, Sr.—SW  
 Greeneville (Tenn.) The Greeneville Sun  
 Mr. & Mrs. John M. Jones—SW  
 Mr. & Mrs. Gregg K. Jones—SW  
 Miss Sally Jones—SW  
 Miss Edith Jones—SW  
 Greenwood (Ms.) Greenwood Commonwealth  
 Mr. & Mrs. John Emmerich—SW

**H**artford (Conn.) The Hartford Courant  
 Mr. & Mrs. Edmund W. Downes—RH  
 Henderson (Ky.) The Gleaner  
 Mr. & Mrs. Walt. M. Dear—SW  
 Hickory (N.C.) Hickory Daily Record  
 Mrs. L.C.C. Gifford—SW  
 Mr. & Mrs. Kenneth K. Millholland—SW  
 Honolulu (Hw.)  
 Mr. Phillip T. Gialanella—SW  
 Houston (Texas) The Houston Chronicle  
 Mr. & Mrs. John Johnson—SW  
 Mr. & Mrs. Richard J.V. Johnson—SW  
 Mr. & Mrs. H. Michael Tyson—SW

Houston (Texas) The Houston Post  
 Mr. & Mrs. Byron Womack—SW  
 Howell (Mich.) Livingston County Press  
 Mr. & Mrs. Richard L. Milliman—SW  
 Hudson (N.Y.) Register-Star Newspaper  
 Mr. & Mrs. Paul J. Zindel—SW  
 Mr. Raymond C. Kennedy—SW  
 Ms. Doris Taylor—SW  
 Huntington (W. Va.) Huntington Publishing Co.  
 Mr. & Mrs. Harold E. Burdick—SW  
 Huntsville (Ala.) The Huntsville Times  
 Mr. & Mrs. Leroy A. Simms—SW  
 Hyannis (Mass.) Cape Cod Times  
 Mr. & Mrs. Scott Himstead—RH

**I**owa City (Iowa) Iowa City Press-Citizen  
 Mr. & Mrs. John C. Hickman—SW

**J**ackson (Ms.) The Clarion Ledger  
 Mr. & Mrs. Robert M. Hederman, Jr.—SW  
 Jackson (Tenn.) The Jackson Sun  
 Mr. Reid Ashe—KH  
 Ms. Lisa Frye—KH  
 Jacksonville (Fla.) Jacksonville Times Union  
 Mr. & Mrs. John A. Tucker—RH  
 Jasper (Ind.) The Herald  
 Mr. & Mrs. John T. Rumbach—SW  
 Joliet (Ill.) Herald-News  
 Mr. & Mrs. William F. Blackburn—SW  
 Joplin (Mo.) Globe  
 Mr. & Mrs. Richard P. Barker—RH  
 Mr. & Mrs. Frederick G. Hughes—RH  
 Mr. & Mrs. H. Lang Rogers—RH

**K**ankakee (Ill.) The Daily Journal  
 Mr. & Mrs. James R. Booth—SW  
 Mr. & Mrs. Robert L. Moyer—SW  
 Kendallville (Ind.) Kendallville News-Sun  
 Mr. & Mrs. George O. Witwer—SW  
 Kenosha (Wisc.) Kenosha News  
 Mr. & Mrs. Evlene W. Schulte—SW  
 Kingman (Ariz.) The Kingman Daily Miner  
 Mr. & Mrs. Herb E. Gollis—RH  
 Kingston (Jamaica) The Gleaner Co. Ltd.  
 Mr. & Mrs. Christopher S. Roberts—SW  
 Kingston (N.Y.) The Daily Freeman  
 Mr. Thomas P. Geyer—SW  
 Knoxville (Tenn.) Knoxville News-Sentinel Co.  
 Mr. & Mrs. Roger A. Daley—SW  
 Knoxville (Tenn.) The Knoxville Journal  
 Mr. & Mrs. Charles M. Mason—SW  
 Mr. & Mrs. Charles H. Smith—SW

**L**afayette (Ind.) Lafayette Journal & Courier  
 Mr. & Mrs. Malcolm W. Applegate—SW  
 La Guana Niguel (Ca.)  
 Mr. Dave Patterson—SW  
 Lancaster (Pa.) Lancaster Newspapers, Inc.  
 Mr. & Mrs. Warren L. Swartz—SW  
 Lansdale (Pa.) Equitable Publishing Co.  
 Mr. & Mrs. N. Charles Berky—SW  
 Lansing (Mich.) The State Journal  
 Mr. & Mrs. Gregory L. Deliyanne—SW  
 LaPorte (Ind.) LaPorte Herald-Argus  
 Mr. & Mrs. W.R. Morrish—SW  
 Laramie (Wyo.) Laramie Daily Boomerang  
 Mr. & Mrs. Robert R. Albaugh—RH  
 Lawrence (Ks.) Journal-World  
 Mr. & Mrs. Dolph C. Simons, Jr.—HR  
 Lethbridge (Alberta, Canada) The Lethbridge  
 Herald  
 Mr. Bud Medhurst—SW  
 Mr. & Mrs. Cleo W. Mowers—SW  
 Levittown (Pa.) Bucks County Courier Times  
 Mr. & Mrs. Grover J. Friend—SW  
 Lexington (Ky.) Lexington Herald-Leader Co.  
 Mr. Creed C. Black—SW  
 Mr. & Mrs. Phil DeMontmolin—SW  
 Lima (Ohio) The Lima News  
 Mr. & Mrs. F. William Power—KH  
 Lincoln (Neb.) Journal Star Printing Co.  
 Mr. & Mrs. Joe R. Searest—SW  
 Little Rock (Ark.) Arkansas Gazette  
 Mr. & Mrs. John Meriwether—SW  
 Mr. & Mrs. Leon S. Reed—SW  
 Mr. & Mrs. James R. Williamson—SW  
 London (England) Times Newspapers Ltd.  
 Mr. Dugal Nisbet-Smith—Surfrider  
 Long Beach (Ca.) Independent Press-Telegram  
 Mr. & Mrs. Vance R. Caesar—SW  
 Long Island (N.Y.) Newsday  
 Mr. & Mrs. Stanley Asimov—SW  
 Mr. & Mrs. James Fitzgerald—SW  
 Mr. & Mrs. David A. Laventhol—SW  
 Mr. & Mrs. David M. Targe—KH  
 Mr. & Mrs. Donald F. Wright—SW  
 Longview (Texas) Longview News & Journal  
 EDITOR & PUBLISHER for April 19, 1980

## GEORGE J. COOPER

NEWSPAPER CONSULTANT

SALES NEGOTIATOR BROKER APPRAISER

6000 N.W. SECOND AVENUE  
 BOCA RATON, FLORIDA 33431

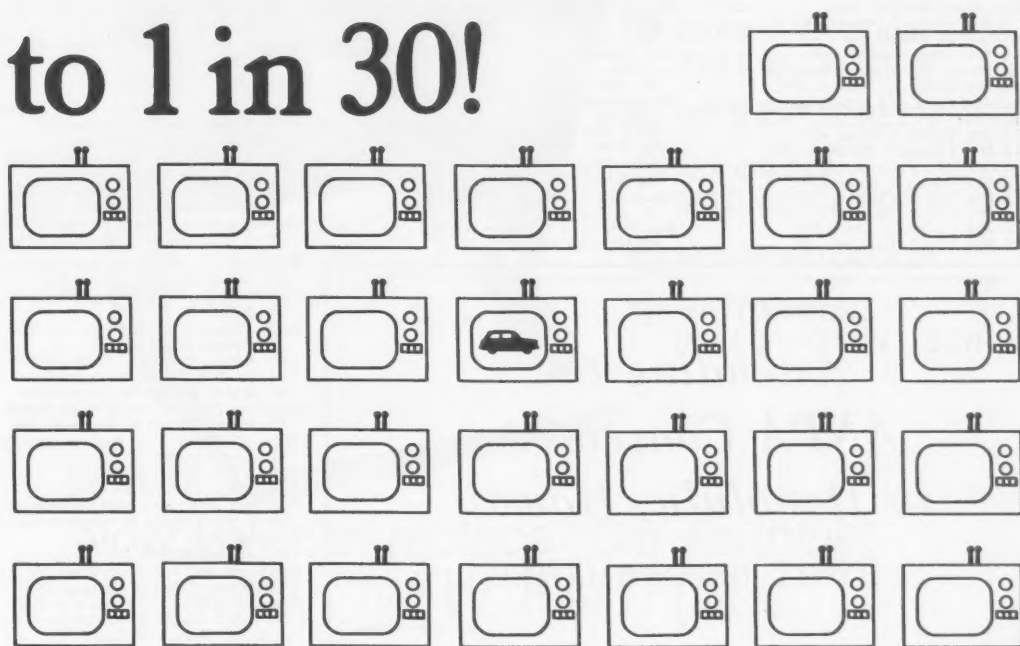
AREA CODE 305-994-0800

Expertise in Appraisals for  
 Sales, Estate and Gift Tax Purposes

# The chance of having your product seen by Tulsa TV viewers has dropped from 1 in 3



# to 1 in 30!



When cable TV came to Tulsa, it was good news for the viewer, but bad news for TV advertisers. Suddenly, the chance to expose your advertising message to a viewer was divided among thirty stations.

If you want prime, unfragmented exposure to over a half-million people in the Tulsa area, advertise in the Tulsa World and The Tulsa Tribune.

**TULSA WORLD** ★ **The Tulsa Tribune**  
Two Independent and Separately Owned Newspapers

Mr. & Mrs. Thomas R. Meredith—SW  
 Lorain (Ohio) The Lorain Ohio Journal  
 Mr. & Mrs. James D. Lonergan—RH  
 Los Angeles (Ca.) Los Angeles Herald Examiner  
 Mr. & Mrs. Francis L. Dale—SW  
 Mr. & Mrs. T.P. Grass—SW  
 Louisville (Ky.) Courier-Journal & Louisville Times  
 Mr. & Mrs. George N. Gill—RH  
 Mr. & Mrs. John L. Richards—RH  
 Louisville (Ky.)  
 Ms. Mildred Honeycutt—SW  
 Lowell (Ma.) Lowell Sun  
 Mr. & Mrs. John H. Costello, Jr.—SW  
 Ms. Mary Costello—SW  
 Mr. & Mrs. James I. O'Hearn—SW  
 Lufkin (Texas) Lufkin News  
 Mr. & Mrs. Joe Murray—SW

**Madison (In.)** The Madison Courier  
 Mr. & Mrs. Don R. Wallis—SW  
**Madison (Wi.)** The Capital Times  
 Mr. & Mrs. Robert A. Mellon—SW  
**Marion (Ind.)** Chronicle-Tribune  
 Mr. & Mrs. Richard B. Thomas—KH  
**Marietta (Ohio)** The Times Co.  
 Mr. & Mrs. William L. McKinney—SW  
**McAllen (Texas)** McAllen Monitor  
 Mr. & Mrs. Ralph M. Jullard—SW  
**Medford (Or.)** Medford Mail Tribune  
 Mr. & Mrs. Stephen W. Ryder—RH  
**Memphis (Tenn.)** Memphis Press Scimitar  
 Mr. & Mrs. Joseph R. Williams—SW  
**Meridian (Miss.)** Meridian Star  
 Mr. & Mrs. James B. Skewes—RH  
**Miami (Fla.)** The Miami News  
 Mr. & Mrs. David Kraslow—SW  
**Midland (Texas)** The Reporter Telegram  
 Mr. & Mrs. William C. Thomas—RH  
**Milwaukee (Wisc.)** The Milwaukee Journal & Sentinel  
 Mr. & Mrs. Warren J. Heise—RH  
 Mr. & Mrs. Thomas J. McCollow—SW  
**Minneapolis (Minn.)** Minneapolis Star & Tribune  
 Mr. & Mrs. Donald R. Dwight—RH  
 Mr. & Mrs. Gale W. Freeman—SW  
 Mr. & Mrs. Richard Halvorsen—SW  
 Mr. & Mrs. Herbert G. Klein—SW  
 Mr. & Mrs. Paul A. Tattersall—SW

**Moline (Ill.)** The Daily Dispatch  
 Mr. & Mrs. L. Robert Small—RH  
**Monroe (La.)** News-Star-World Publishing Co.  
 Mr. & Mrs. Kenneth W. Andrews—SW  
**Morristown (N.J.)** Daily Record  
 Mr. & Mrs. Ray Koupal—HR  
 Mr. & Mrs. Norman B. Tomlinson—HR  
**Morristown (Tenn.)** Citizen Tribune  
 Mr. & Mrs. Robert J. Fishman—SW  
**Mt. Pleasant (Iowa)** Mt. Pleasant News  
 Mr. & Mrs. Wright S. Coulson—SW  
 Mr. & Mrs. Clark O. Murray—SW  
**Muskogee (Okla.)** Muskogee Daily Phoenix  
 Mr. & Mrs. Tams Bixby—SW  
**Muskegon (Mich.)** Muskegon Chronicle  
 Mr. & Mrs. Robert A. Morse—SW

**Nashua (N.H.)** Nashua Telegraph  
 Mr. & Mrs. J. Herman Pouliot—SW  
**Nashville (Tenn.)** Nashville Banner  
 Mr. & Mrs. Robert C. Maynard—SW  
 Mr. & Mrs. Brownlee O. Currey—RH  
 Mr. & Mrs. John J. Hooker—RH  
 Mr. & Mrs. Irby C. Simpkins—RH  
**Nashville (Tenn.)** Newspaper Printing Corp.  
 Mr. & Mrs. James H. Jesse—RH  
**Naugatuck (Conn.)** Naugatuck Daily News  
 Mr. & Mrs. Frederick E. Hennick—Surfider  
**New Brunswick (N.J.)** Home News Publishing Co.  
 Mr. & Mrs. William M. Boyd—HR  
**New Haven (Conn.)** Register Pub. Co.  
 Mr. & Mrs. Lionel S. Jackson, Jr.—SW  
 Mr. & Mrs. Donald A. Spargo—SW  
**New London (Conn.)** The Day Publishing Company  
 Mr. & Mrs. Deane C. Avery—SW  
 Mr. & Mrs. Wesley Hammond—SW  
**New Orleans (La.)** Times-Picayune and States Item  
 Mr. Ashton Phelps—SW  
**Newport News (Va.)** The Daily Press & The Times-Herald  
 Mr. & Mrs. Norman Larry Freeman—SW  
 Mr. & Mrs. William R. Van Buren—SW  
**Newton (Iowa)** Shaw Newspapers  
 Mr. & Mrs. E.K. Shaw—RH  
**Newton (N.J.)** New Jersey Herald  
 Mr. & Mrs. John W. Reiniger—SW  
**New York (N.Y.)** The News World  
 Mr. Nicholas Buscovich—SW

**New York (N.Y.)** New York News, Inc.  
 Mr. & Mrs. Robert M. Runt—RH  
 Mr. & Mrs. Michael J. O'Neill—RH  
**New York (N.Y.)**  
 Mr. & Mrs. Bernd K. Koken—RH  
 Mr. & Mrs. Leonard Schwartz—SW  
**Niagara Falls (N.Y.)** Niagara Gazette  
 Ms. Susan J. Clark—SW  
**Norristown (Pa.)** The Times Herald  
 Mr. & Mrs. Robert I. McCracken—SW  
**Norristown (Pa.)**  
 Ms. Judith K. Saladino—SW  
**Northampton (Mass.)** Daily Hampshire Gazette  
 Mr. Peter L. DeRose—SW  
**Norwich (Conn.)** Norwich Bulletin  
 Mr. & Mrs. Donald L. Oat, Sr.—SW  
 Mr. & Mrs. Donald L. Oat, Jr.—SW  
 Mr. & Mrs. Thomas C. Oat—SW

**Oakland (Cal.)** Oakland Tribune  
 Mr. Alber Dolata/SW  
 Mr. & Mrs. Robert C. Maynard—SW  
**Ogden (Utah)** Ogden Standard Examiner  
 Mrs. Gene G. Hatch—KH  
 Mr. George C. Hatch—KH  
**Oklahoma City (Okla.)** The Oklahoma Publishing Co.  
 Mr. & Mrs. Edward L. Gaylord—RH  
 Ms. Edith G. Harper—RH  
 Mr. & Mrs. Howard J. Nicks—SW  
**Olympia (Wash.)** Daily Olympian  
 Mr. & Mrs. James E. Lewis—SW  
**Omaha (Nebr.)** Omaha World-Herald  
 Mr. & Mrs. Harold W. Anderson—SW  
**Oneonta (N.Y.)** The Daily Star  
 Mr. & Mrs. Edward J. Somers—RH  
**Orangeburg (S.C.)** The Times & Democrat  
 Mrs. J. L. Sims—SW  
 Mr. & Mrs. White—SW  
**Oregon City (Or.)** Publishers Times Mirror  
 Mr. & Mrs. Jack E. Meadows—HR  
**Orlando (Fla.)** Sentinel Star Co.  
 Mr. & Mrs. Charles T. Brumback—RH  
**Ottawa (Ill.)** The Daily Times  
 Mr. & Mrs. James E. Malley, Jr.—SW  
 Mr. & Mrs. Stanton M. White—SW  
**Owatonna (Minn.)** Owatonna People's Press  
 Mr. & Mrs. Harlo A. Thompson—RH

**Palo Alto (Cal.)** Peninsula Newspapers  
 Mr. & Mrs. William J. Rowe—RH  
**Paris (Ind.)** The Paris Post Intelligencer  
 Mr. & Mrs. Bill Williams—SW  
**Parow (Republic of South Africa)** NBP Div. of Nasionale Koerante BPK  
 Mr. & Mrs. Francois C. Palm—SW  
**Peekskill (N.Y.)** Peekskill Evening Star  
 Mr. & Mrs. Kenneth M. Carter—SW  
**Pensacola (Fla.)** Pensacola News-Journal Inc.  
 Mr. & Mrs. Clifford W. Barnhart—SW  
**Phoenix (Ariz.)** The Arizona Republic/The Phoenix Gazette  
 Mr. & Mrs. Mason Walsh—SW  
 Mr. & Mrs. Darrow Tully—SW  
**Pine Bluff (Ariz.)** Pine Bluff Commercial  
 Mr. & Mrs. Edmond W. Freeman III—HR  
**Pinehurst (N.C.)**  
 Mrs. Robert McNeil—KH  
**Pittsburgh (Pa.)** Pittsburgh Press Co.  
 Mr. & Mrs. Robert H. Hartman—SW  
**Ponca City (Okla.)** The Ponca City News  
 Mr. & Mrs. Gareth B. Muchmore—SW  
**Port Arthur (Texas)** The News  
 Mr. & Mrs. Bill M. Meroney—SW  
**Port Huron (Mich.)** The Times Herald Co.  
 Mr. & Mrs. Philip E. Abrell  
**Portland (Or.)** Oregonian Publishing Co.  
 Mr. & Mrs. Fred A. Stichel—RH  
**Pottstown (Pa.)** The Mercury  
 Mr. & Mrs. Robert Y. Kurtz—SW  
**Pottsville (Pa.)** Republican  
 Mr. Uzal H. Martz, Jr.—HR  
**Poughkeepsie (N.Y.)** Poughkeepsie Journal  
 Mr. & Mrs. Richard K. Wager—SW  
**Princeton (W. Va.)**  
 Ms. Helen Ræ Auer—SW  
**Providence (R.I.)** Providence Journal Bulletin  
 Mr. & Mrs. Michael P. Metcalf—KH  
 Mr. & Mrs. Charles N. Mock—SW  
 Mr. Charles P. O'Donnell—SW  
 Mr. & Mrs. John C.A. Watkins—KH  
**Pueblo (Colo.)** Pueblo Star-Journal and Chieftain  
 Mr. & Mrs. Frank S. Hoag, Jr.—SW  
 Mr. & Mrs. Robert H. Rawlings—SW

**Quakertown (Pa.)** Free Press  
 Mr. & Mrs. Charles M. Meredith—SW  
**Quincy (Mass.)** The Patriot Ledger

EDITOR & PUBLISHER for April 19, 1980

## Attending the ANPA Convention in Honolulu, Hawaii

HYATT REGENCY HOTEL

•  
**GEORGE ROMANO**  
 Broker and Consultant  
 NEWSPAPERS • TV • RADIO  
 •

CONNECTICUT OFFICE: 29 Bank Street  
 New Canaan, Conn. (203) 972-0415

WESTERN OFFICE: 8311 N. Rose Marie Lane  
 Tucson, Arizona 85704 (602) 297-6153



Bell & Howell's

# mark II



MICROFILM READER



## MARK II MICROFILM READER

- **MOTORIZED CONTROLS**
- **16mm AND 35mm  
ROLL MICROFILM**
- **18" x 24" SCREEN**
- **18X OR 35X  
MAGNIFICATION**
- **IMAGE ROTATION**
- **NATIONWIDE  
BELL & HOWELL SERVICE**

Now you can replace "Old Faithful" . . .  
with "NEW FAITHFUL"

Take readability, combine it with convenience, set it on a foundation of Bell & Howell quality, armor plate it with Bell & Howell's nationwide service organization, and you have the "NEW Faithful", Bell & Howell's Mark II roll microfilm reader.

The Mark II reader is a total concept of design, dependability and longevity. Its motorized film

drive offers a variable slow scan which gently floats the amazingly bright, crisp image across the newspaper-size screen.

If your library has an "Old Faithful" with yesterday's dim image and replacement part problem, you are bound to be pleased when you use our "NEW Faithful". Call us toll-free for complete specifications.

### MICRO PHOTO DIVISION

Old Mansfield Rd. Wooster, OH 44691



## BELL & HOWELL

800-321-9881 (In Ohio call 216-264-6666 collect)

- Mr. & Mrs. K. Prescott Low—RH
- Raleigh (N.C.)** The News & Observer/The Raleigh Times  
Mr. & Mrs. Frank A. Daniels, Jr.—KH  
Mr. & Mrs. Dave W. Jones—SW
- Reading (Pa.)** Reading Eagle Company  
Mr. & Mrs. James C. Flippin—KH  
Mr. & Mrs. J.A. Rohn—KH
- Reno (Nev.)** Reno Newspapers, Inc.  
Mr. & Mrs. Warren L. Lerude—SW
- Reno (Nev.)**  
Rolland D. Melton
- Richmond (Ind.)** Palladium-Item  
Mr. & Mrs. Neil P. Collins—SW
- Riverside (Cal.)** Press-Enterprise  
Mr. & Mrs. Arthur A. Culver—RH
- Roanoke (Va.)** Roanoke Times & World-News  
Mr. & Mrs. Barton W. Morris—RH
- Rochester (N.Y.)** The Rochester Sentinel  
Mr. & Mrs. Jack K. Overmyer—KH
- Rochester (N.Y.)** Rochester Post-Bulletin  
Mr. & Mrs. William C. Boyne—SW  
Mr. & Mrs. Charles H. Withers—SW
- Rockford (Ill.)** Rockford Register Star  
Mr. & Mrs. Jerry Bean—SW
- Rome (N.Y.)** Rome Sentinel Co.  
Mr. & Mrs. Russel C. Fielding—RH  
Mr. & Mrs. George B. Waters—RH
- Royal Oak (Mi.)** The Daily Tribune  
Mr. & Mrs. Edward F. St. John—SW
- Russellville (Ar.)** Courier Democrat  
Mr. & Mrs. Craig H. Martin—SW
- Sacramento (Cal.)** The Sacramento Bee  
Mr. Richard N. McClure—SW
- Sacramento (Cal.)** The Sacramento Union  
Mr. & Mrs. William J. Hofer—Surfrider  
Mr. & Mrs. William W. Schenck—Surfrider
- Saginaw (Mi.)** The Saginaw News  
Mr. & Mrs. Raymond L. Gover—RH
- Saint John (New Brunswick)** The Telegraph-Journal  
Mr. & Mrs. Ralph Costello—SW
- St. Petersburg (Fla.)** Times and Evening Independent  
Mr. & Mrs. John B. Lake
- Salem (Mass.)** Salem Evening News  
Mr. & Mrs. Cyrus J. Newbegin—RH
- Salem (Or.)** Statesman-Journal  
Mr. John H. McMillan—SW
- Salinas (Cal.)** Salinas Californian  
Mr. & Mrs. Robert L. Huttenhoff—SW
- Salt Lake City (Utah)** Desert News  
Mr. & Mrs. Wendell J. Ashton—SW  
Mr. & Mrs. William B. Smart
- Salt Lake City (Utah)** Newspaper Agency Corp.  
Mr. & Mrs. Patrick J. Hession—RH
- Salt Lake City (Utah)** The Salt Lake Tribune  
Mr. & Mrs. John W. Gallivan—KH
- San Angelo (Texas)** San Angelo Standard-Times  
Mr. & Mrs. Tucker Sutherland—SW
- San Antonio (Texas)** San Antonio Light  
Mr. & Mrs. William V. Bellamy—SW
- San Diego (Cal.)** Union-Tribune Publishing Co.  
Mr. & Mrs. Alex De Bakcsy—KH
- San Francisco (Cal.)** San Francisco Newspaper Agency  
Mr. & Mrs. Richard W. Carpenter—SW
- San Mateo (Cal.)** San Mateo Times  
Mr. & Mrs. John Hart Clinton—RH
- San Rafael (Cal.)** Independent Journal  
Mr. Wishard A. Brown—SW  
Mr. & Mrs. Norwin S. Yoffie—SW
- Santa Barbara (Cal.)** Santa Barbara News-Press  
Mr. & Mrs. William F. Sykes—RH
- Santa Cruz (Cal.)** Santa Cruz Sentinel  
Mr. & Mrs. Fred D. McPherson, Jr.—SW
- Santa Fe (N.M.)** The New Mexican  
Mr. Walt Ryals—SW
- Santa Rosa (Cal.)** The Press Democrat  
Mr. & Mrs. Evert B. Person—SW  
Mr. & Mrs. John H.C. Riley—SW
- Saratoga Springs (N.Y.)** The Saratogian  
Mrs. Linda G. Toohy—SW  
Mr. Michael Toohy—SW
- Savannah (Ga.)** Savannah Morning News & Evening Press  
Mr. & Mrs. Donald E. Harwood—SW
- Scottsbluff (Neb.)** Star-Herald Publishing Co.  
Mr. & Mrs. Marc W. Anthony—SW
- Scottsdale (Ariz.)** Independent Newspapers Inc.  
Mr. & Mrs. Joe Smyth—SW
- Sheboygan (Wisc.)** The Sheboygan Press  
Mr. & Mrs. Timothy B. Werner—KH
- Shrewsbury (N.J.)** The Daily/Sunday Register  
Mr. & Mrs. Arthur Z. Kamin—SW
- Sioux Falls (S.D.)** Argus Leader  
Mr. & Mrs. Lawrence R. Fuller—SW
- Somerset (Pa.)** Daily American  
Mr. & Mrs. Henry B. Reiley, Jr.—SW
- South Bend (Ind.)** South Bend Tribune  
Mr. & Mrs. Franklin D. Schurz, Jr.—Surfrider
- Spokane (Wash.)** The Spokesman-Review  
Mr. & Mrs. James P. Cowles—HR  
Mr. & Mrs. John E. Smithmeyer—SW
- Springfield (Ill.)** The State Journal Register  
Mr. John P. Clarke—RH
- Springfield (Mass.)** Springfield Newspapers  
Mr. & Mrs. David Starr—KH
- Springfield (Ohio)** Springfield Newspapers, Inc.  
Mr. & Mrs. Eugene L. Black—SW
- State College (Pa.)** Centre Daily Times  
Mr. & Mrs. Frank W. Gappa—HR
- St. Cloud (Minn.)** St. Cloud Newspapers Inc.  
Mr. & Mrs. Steven A. Studt—SW
- St. Johnsbury (Vt.)** Caledonian-Record  
Mr. & Mrs. H. Gordon Smith—RH
- St. Joseph (Mo.)** News Press & Gazette  
Mr. & Mrs. David R. Bradley, Sr.—RH  
Mr. & Mrs. David R. Bradley, Jr.—RH  
Mr. & Mrs. Henry H. Bradley—RH  
Mr. & Mrs. Victor A. Modeen—RH
- Stockholm (Sweden)** Dagens Nyheter AB  
Mr. & Mrs. Rolf V. Osterberg—SW
- Stockton (Cal.)** Stockton Record  
Mr. & Mrs. Robert P. Uecker—SW
- St. Petersburg (Fla.)** St. Petersburg Times  
Mr. & Mrs. Eugene C. Patterson—RH  
Mr. & Mrs. John B. Lake—KH
- St. Thomas (Virgin Islands)** The Virgin Islands Daily News  
Mr. & Mrs. Ariel Melchior, Jr.—SW
- Syracuse (N.Y.)** Syracuse Herald-Journal & Post Standard  
Mr. & Mrs. Stephen Rogers—KH
- Tacoma (Wash.)** Tribune Publishing Co.  
Mr. & Mrs. Elbert H. Baker, II—RH
- Taipei (Taiwan)** Central Daily News  
Mr. Huan-kun Pan—SW  
Ms. Gertrude Su—SW
- Taipei (Taiwan)** China Post  
Mr. Chih-Hsiang (Jack) Huang—SW
- Tallahassee (Fla.)** Tallahassee Democrat  
Mr. & Mrs. Walter H. Harwell, Jr.—SW
- Tampa (Fla.)** Tampa Tribune & Times  
Mr. & Mrs. Richard F. Pittman—SW  
Mr. & Mrs. James F. Urbanski—RH
- Tarentum (Pa.)** Valley News Dispatch  
Mr. & Mrs. Robert T. Collins—SW
- Taylorville (Ill.)** Breeze Courier  
Mr. & Mrs. James F. Cooper—SW  
Mr. & Mrs. Eugene B. Sears—SW
- Temple (Texas)** Temple Daily Telegram  
Mr. Frank W. Mayborn—SW
- Toronto (Ont.)** The Globe & Mail  
Mr. & Mrs. Roy Megarry—SW
- Toronto (Ont.)** Toronto Daily Star  
Dr. & Mrs. Burnett Thall—RH
- Toronto (Ont.)** Toronto Star  
Mr. & Mrs. Beland H. Honderrick—HR
- Toronto (Ont.)** Toronto Sun Pub.  
Mr. & Mrs. Donald F. Hunt—RH
- Toronto (Ont.)**  
Miss Eve Langbord—RH
- Torrance (Cal.)** The Daily Breeze & News Pilot  
Mr. & Mrs. Walton W. Crouch—SW
- Traverse City (Mi.)** Traverse City Record-Eagle  
Mr. & Mrs. Orren B. Robbins—RH
- Trenton (N.J.)** The Trentonian Newspapers  
Mr. & Mrs. Edward L. Hoffman—SW
- Troy (N.Y.)** Times Record/Sunday Record  
Mr. & Mrs. William J. Rush—SW
- Tucson (Ariz.)** Daily Star  
Mr. & Mrs. Franck C. Delehanty—SW  
Mr. & Mrs. James S. Graham—SW
- Tulsa (Okla.)** Newspaper Printing Co.  
Mr. Kenneth S. Fleming—SW
- Utica (N.Y.)** Utica Observer-Dispatch, Inc.  
Mr. & Mrs. George J. Dastyk—KH
- Valparaiso (Ind.)** The Post-Tribune  
Mr. & Mrs. Larry W. Walker—SW
- Valparaiso (Ind.)** The Vidette-Messenger  
Mr. & Mrs. Vince V. Anderson—SW  
Mr. Kirk Huffman—SW  
Ms. Nancy W. Huffman—SW
- Van Nuys (Cal.)** Van Nuys Publishing Co.  
Mr. & Mrs. Scott J. Schmidt—RH
- Victoria (Texas)** The Victoria Advocate  
Mr. & Mrs. James P. McHaney—SW  
Mr. & Mrs. John M. Roberts—SW
- Vincennes (Ind.)** Vincennes Sun-Commercial  
Mr. William E. Brooks, Jr.—SW
- Waco (Texas)** Waco Tribune-Herald  
Mr. & Mrs. Raymond R. Preddy—SW
- Warren (Ohio)** The Tribune Co.  
Mr. Peter J. Murphy—SW  
Mr. & Mrs. Fred J. Schomer—SW
- Washington (Pa.)** Observer-Reporter  
Mr. & Mrs. John L.S. Northrop—SW  
Mr. & Mrs. Edward R. DeVoce—SW
- Washington (D.C.)** The Washington Post  
Mr. Donald E. Graham—SW  
Ms. Katharine Graham—SW  
Mr. & Mrs. Mark J. Meagher—SW  
Mr. & Mrs. Edward R. Padilla—SW
- Waterbury (Conn.)** Waterbury Republican & American  
Mr. Eugene L. Martin—SW  
Mr. & Mrs. William J. Pape, II—RH
- Waterloo (Iowa)** Waterloo Courier  
Mr. & Mrs. Richard W. Breunier—SW
- Watertown (N.Y.)** Watertown Daily Times  
Mr. & Mrs. James W. Higgins—SW
- Watertown (N.Y.)** Watertown Public Opinion  
Mr. & Mrs. John R. Lowrie—SW
- Waukegan (Ill.)** The News Sun  
Ms. Elizabeth S. Just—SW  
Mr. & Mrs. Richard F. Kennedy—SW
- Waukesha (Wisc.)** Waukesha Freeman  
Mr. & Mrs. Henry A. Youmans—RH
- Westerly (R.I.)** The Westerly Sun  
Mr. & Mrs. Charles W. Utter—Surfrider  
Mr. & Mrs. George H. Utter—RH
- West Palm Beach (Fla.)** Palm Beach Newspapers, Inc.  
Mr. & Mrs. Cecil B. Kelley, Jr.—SW  
Mr. & Mrs. Daniel J. Mahoney, Jr.—RH
- West Warwick (R.I.)** Pawtuxet Valley Daily Times  
Mr. & Mrs. Ted Holmberg—SW
- Wilkes-Barre (Pa.)** Wilkes-Barre Publishing Co.  
Mr. & Mrs. A. DeWitt Smith—RH
- Williamsport (Pa.)** Grit Publishing Co.  
Mr. & Mrs. James H. Lamade—SW  
Mr. & Mrs. Andrew W. Stabler, Jr.—SW
- Willimantic (Conn.)** Daily Chronicle  
Ms. Lucy B. Crosbie—RH
- Willoughby (Ohio)** Lake County News-Herald  
Mr. & Mrs. Dudley B. Thomas—Surfrider
- Wilmington (Del.)** News Journal Newspapers  
Mr. & Mrs. John P. Boyle—SW  
Mr. & Mrs. Joseph T. Lyons—SW
- Winchester (Ind.)** The Winchester, In News Gazette  
Mr. & Mrs. Richard E. Wise—SW
- Winston-Salem (N.C.)** Piedmont Publishing  
Mr. & Mrs. Joseph C. Doster, Jr.—SW  
Mr. & Mrs. Thomas E. Waldrop—SW
- Woodbury (N.J.)** The Gloucester County Times  
Mr. & Mrs. Frank Puckett—SW
- Worcester (Mass.)** Worcester Telegram & Gazette  
Mr. & Mrs. Robert C. Achorn—HR
- York (Pa.)** York Daily Record  
Mr. & Mrs. David B. Martens—SW
- Youngstown (Ohio)** The Youngstown Vindicator  
Mr. & Mrs. William J. Brown—SW
- Yuma (Ariz.)** The Yuma Daily Sun  
Mr. & Mrs. Donald N. Soldwedel—RH  
Mr. & Mrs. Joe E. Soldwedel—RH

## Schools and Colleges

- University of Kansas**, Lawrence, Ks.  
School of Journalism  
Mr. & Mrs. Del Brinkman
- Pennsylvania State University**, State College, Pa.  
School of Journalism  
Mr. & Mrs. Robert O. Blanchard
- Rochester Institute of Technology**, Rochester, N.Y.  
School of Printing  
Mr. & Mrs. Robert G. Hacker
- Socohow University**, Republic of China  
Mr. Shou-Jung Yang  
Syracuse University, Syracuse, N.Y.  
Mr. & Mrs. Henry F. Schulte
- Virginia Commonwealth University**, Richmond, Va.  
Department of Mass Communications  
Mr. George T. Crutchfield

EDITOR & PUBLISHER for April 19, 1980

# CANON INTRODUCES THE PRODUCER.

## With 33 cpm and Automatic Document Feeder.

Canon brings you the latest advances in micro-computer technology with a new micronics copier.

The NP-6300.

Whisking out copies at the rate of 33 copies per minute, as well as automatically feeding up to 40 originals, the Canon NP-6300 is a true producer.

And a reliable one.

Thanks to micronics, the NP-6300's micro-computer

diagnoses the entire operation for you. Not only preventing possible malfunctions, but assuring the utmost in copy quality.

Further micronics advances include a smooth surface sensor control panel that puts you in complete control of every operation—at one touch. A sophisticated paper monitoring system. An Automatic Toner Replenishment system. Even an Interrupt Function allowing you to make a short copy run in the middle of a long run.

Finally you have a choice of machines. Canon also offers the NP-6000. With the same advanced features and benefits of the NP-6300, without an Automatic Document Feeder.

The highly productive NP-6300 and NP-6000.

It's what you expect from the company that developed the science of micronics. Canon.

**Canon**  
PLAIN PAPER COPIER  
**NP 6300**



**THE AGE OF MICRONICS IS HERE.**  
Canon USA Inc. Copier Division 10 Nevada Drive, Lake Success, New York 11042  
I'd like to know more about the micronics  
 NP-6300 (with ADF)  NP-6000 (without ADF)  
NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
TELEPHONE \_\_\_\_\_

## Newspaper Groups & Magazine Supplements

**Allbritton Newspapers**, Paterson, NJ  
Mr. & Mrs. Eugene Fields—SW  
**Allied Daily Newspapers**, Seattle, Wa  
Mr. Paul R. Conrad—SW  
**Attaway Investments, Inc.**, Shreveport, La  
Mr. & Mrs. Douglas W. Attaway—RH  
Mrs. A. G. Harwell—RH

**Calkins Newspapers**, Levittown, Pa  
Mr. & Mrs. Charles Hardy—HR  
**Central Newspapers, Inc.**, Indianapolis, In  
Mr. Frank E. Russell—SW  
**Cleveland Newspapers, Inc.**, Houston, Tx  
Mr. & Mrs. Lee C. Walls—SW  
**Copley Press, Inc.**, La Jolla, Ca  
Mr. David Copley—SW  
Mrs. Helen L. Copley—SW  
Mr. & Mrs. Hubert L. Kaltenbach—SW

**Donrey Media Group**, Las Vegas, Nv  
Mr. & Mrs. William M. Rawland—SW  
Mr. Donald Reynolds—SW  
Mr. & Mrs. Fred W. Smith—SW  
**Dow Jones & Company**, Princeton, NJ  
Mr. & Mrs. William Gilbert Faulk—RH  
Mr. & Mrs. George W. Flynn—RH  
Mr. & Mrs. John J. Mc Carthy—RH  
Mr. Warren H. Phillips—SW

**Family Weekly, Inc.**, New York, NY  
Ms. Maggie Alexander—HR  
Mr. James G. Baher—RH  
Mr. Robert D. Carney—RH  
Mr. Art Cooper—RH  
Mr. Lee Ellis—SW  
Mr. Morton Frank—KH  
Mr. Joe Rrazier—HR  
Mr. Tom Jones—SW  
Mr. Robert J. Krefling (CBS)—RH  
Mr. Patrick Linsky—RH  
Mr. Robert H. Marriott—RH  
Mr. Dick Millen—RH  
Mr. Jack Purcell (CBS)—KH  
Ms. Barbara Shapiro—SW  
Mr. John Suhler (CBS)—RH  
Mr. Joseph Wise—SW

**Florida Publishing Co.**, Jacksonville, Fl  
Mr. & Mrs. Wade H. Cason—HR  
Mr. & Mrs. John F. Gaillard—RH  
F. P. Publications, Ltd. Toronto, Ont.  
Mr. Edwin B. Bolwell—SW  
**Freedom Newspapers, Inc.**, Santa Ana, Ca  
Mr. & Mrs. D. R. Segal—RH

**Gannett Co. Inc.** Rochester, NY  
Ms. Mary Ellen Aardsma—SW  
Ms. Marilyn F. Chateaufort—SW  
Ms. Randy Chorney—SW  
Mr. Richard L. Clapp—SW  
Mr. Tom Curley—SW  
Mr. Phil Christie—SW  
Ms. Donna L. Dake—SW  
Mr. Brian J. Donnelly—SW  
Ms. Sandra Fazio—SW  
Mr. Wes Gallagher—HR  
Mr. Maurice L. Hickey—SW  
Mr. Peter B. Hickey—SW  
Mr. John B. Jaske—SW  
Mr. Warren J. McClure—SW  
Mr. Douglas H. McCorkindale—SW  
Mr. Allen H. Neuharth—SW  
Mr. Daniel J. Neuharth—SW  
Mr. Peter Prichard—SW  
Mr. John C. Quinn—SW  
Ms. Joyce Reed—SW  
Ms. Theresa Schneider—SW  
Mr. Toru Shoriki—SW  
Ms. Carol A. Skalski—SW  
Mr. Vincent E. Spezzano—SW  
Mr. Jim L. Thomas—SW  
Mr. Wendell F. Van Lare—SW  
Mr. Louis A. West, III—SW  
Mr. Robert B. Whittington—SW  
Ms. Lori Wilson—SW  
Mr. & Mrs. Walter W. Wurfel—SW  
**Gannett Westchester Rockland Newspapers**, White Plains, NY  
Mr. & Mrs. Brian J. Donnelly

**Harris Enterprises, Inc.**, Hutchinson, Ks  
Mr. & Mrs. Lloyd W. Ballhagen—SW  
**Harte-Hanks Communications**, San Antonio, Tx  
Mr. & Mrs. Charles H. Everill—SW  
Mr. & Mrs. Larry D. Franklin—SW  
Mr. & Mrs. Houston H. Harte—SW  
Mr. Robert G. Marbut—SW  
Mr. & Mrs. Richard T. Scholsbert—SW

**Hearst Corp.**, New York, NY  
Mr. Robert J. Danzig—SW  
W. R. Hearst Foundation, San Francisco, Ca  
Ms. Mary Angela Argenti—SW  
**Horvitz Newspapers**, Valley View, Oh  
Mr. Harry R. Horvitz—SW  
Mr. Peter Horvitz—SW  
**Howard Publications, Inc.**, Oceanside, Ca  
Mr. & Mrs. Robert S. Howard—RH

**Ingersoll Publications Co.**, Sharon, Ct.  
Mr. & Mrs. Ralph Ingersoll—SW  
Mr. & Mrs. James F. Plugh—SW  
Mr. & Mrs. Murray D. Schwartz—SW

**Knight-Ridder Newspapers, Inc.**, Miami, Fl  
Mr. & Mrs. Richard G. Capen, Jr.—KH  
Mr. & Mrs. Don E. Carter—KH  
Mr. & Mrs. Alvah H. Chapman, Jr.—SW  
Mr. & Mrs. Norman J. Christiansen—SW  
Mr. & Mrs. Robert F. Singleton—SW  
Mr. & Mrs. Ben V. Schneider, Jr.—RH

**Landmark Communications, Inc.**, Norfolk, Va  
Mr. & Mrs. Richard F. Barry—KH  
Mr. & Mrs. Frank Batten—KH  
**Lee Enterprises, Inc.**, Davenport, Ia  
Mr. Lloyd G. Schermer—Colony-Surf

**Mc Clatchy Newspapers**, Sacramento, Ca  
Mr. C. K. McClatchy—RH  
Mr. & Mrs. Erwin R. Potts—RH  
**Media General, Inc.**, Richmond, Va  
Mr. & Mrs. J. Curtis Barden—RH  
Mr. & Mrs. Alan S. Donnahoe—SW  
Mr. & Mrs. Gerald W. Estes—RH  
Mr. & Mrs. James A. Linen—RH  
Mr. & Mrs. John B. Mauro—SW  
**Metropolitan Sunday Newspapers, Inc.**, New York, NY  
Mr. & Mrs. Jerry F. Brown—SW  
Mr. & Mrs. Jim Davy—SW  
**Mirror Group Newspapers Ltd.**, London, England  
Mr. & Mrs. Percy C. Roberts—SW  
**Montgomery Publications**, Junction City, Ks  
Mr. & Mrs. John D. Montgomery—SW  
Mr. & Mrs. John G. Montgomery—RH  
**Morris Communications Corp.**, Augusta, Ga  
Mr. & Mrs. Paul S. Simon—SW  
**Morris Newspaper Corp.**, Savannah, Ga  
Mr. & Mrs. Alden M. Maier—SW  
Mr. & Mrs. Charles H. Morris—SW  
Mr. George Neuhart—SW  
Mr. & Mrs. Barney L. Rickenbacker—SW  
**Multimedia, Inc.** Greenville, SC  
Mr. & Mrs. Donald J. Barhyte—HR  
Mr. & Mrs. Rhea T. Eskew—KH  
Mr. & Mrs. Kelly J. Sisk—KH

**Newhouse Newspapers**, New York, NY  
Mr. & Mrs. Richard Diamond—KH  
Mrs. S. I. Newhouse—KH  
Mr. & Mrs. S. I. Newhouse, Jr.—KH  
Mr. & Mrs. Theodore Newhouse—KH  
Mr. & Mrs. Donald Newhouse—KH  
Mr. & Mrs. Stephen Rogers, Sr.—KH  
Mr. & Mrs. Stephen Rogers, Jr.—KH  
Mr. & Mrs. Edwin F. Russell—KH  
Mr. & Mrs. David Starr—KH  
Mr. & Mrs. Werner Veit—KH  
**News America Publishing, Inc.**, New York, NY  
Mr. & Mrs. Donald D. Kummerfeld—RH  
**Nixon Newspapers**, Wabash, In  
Mr. & Mrs. Don Nixon—SW  
Mr. & Mrs. Joe H. Nixon—SW

**Observer Pub. Co.**, Pittsburgh, Pa  
Mr. & Mrs. William B. Northrop—SW  
**Ogden Newspapers, Inc.**, Wheeling, Wv  
Mr. & Mrs. Francis R. Hollendonner—SW  
Mr. & Mrs. Robert S. Koon—SW  
**Ottaway Newspapers, Inc.**, Campbell Hall, NY  
Mr. & Mrs. John S. Goodreds—RH  
Mr. & Mrs. Alan J. Gould—RH  
Mr. & Mrs. George D. Lanier—RH  
Mr. & Mrs. Robert A. McCullough, Jr.—RH  
Mr. & Mrs. Milton D. McLean—RH  
Mr. Allan J. Meath—RH  
Mr. & Mrs. James H. Ottaway, Jr.—RH  
Mr. & Mrs. Thomas E. Purcell—RH  
Mr. & Mrs. Gerald T. Tache—RH  
Mr. & Mrs. Robert S. Van Fleet—RH  
Mr. & Mrs. John R. Vankleek—RH

**Panax Newspapers**, East Lansing, Mi  
Mr. & Mrs. Robert E. Leipprandt—SW  
Mr. & Mrs. John P. McGoff—SW  
Mr. & Mrs. Gary T. Priestap—SW  
Mr. & Mrs. Frank H. Shepherd—SW

**Parade Publications**, New York, NY  
Mr. & Mrs. Walter Anderson—SW  
Mr. & Mrs. James Bradley—SW  
Mr. & Mrs. William Gillerlain—SW  
Mr. & Mrs. Edward Green—SW  
Mr. & Mrs. James D. Head—SW  
Mr. & Mrs. A. H. Motley—SW  
Mrs. Jane Noel—SW  
Mrs. Lee Owens—SW  
Mrs. William Patterson—SW  
Mr. & Mrs. Warren J. Reynolds—SW  
Mrs. Ann Scherfenberg—SW  
Mr. & Mrs. Lloyd Shearer—SW  
Mr. & Mrs. Carol Vittorini—SW  
**Park Newspapers, Inc.**, Ithaca, NY  
Mr. & Mrs. Roy Park—HR

**Schurz Communications, Inc.**, South Bend, In  
Mr. & Mrs. Warren G. Wheeler—KH  
**Scripps-Howard Newspapers**, Cincinnati, Oh  
Mr. & Mrs. Robert Brophy—HR  
Mr. & Mrs. Jack Caldwell—SW  
Mr. & Mrs. Ralph Eary—SW  
Mr. & Mrs. Edward W. Estlow—KH  
Mr. & Mrs. William G. Hilsdorf—SW  
Mr. & Mrs. Larry Leser—HR  
Mr. & Mrs. Ray F. Mack—SW  
Mr. & Mrs. Charles E. Scripps—RH  
**Scripps-Wood Div. of Pioneer Newspapers**, Mt. Vernon, Wa  
Mr. & Mrs. Leighton P. Wood—Diamond Head apartments  
**John P. Scripps Newspapers**, San Diego, Ca  
Mr. & Mrs. Peter R. La Dow—SW  
**Shaw Newspapers**, Woodstock, Il  
Mr. & Mrs. William Burfeindt—RH  
**Small Newspapers**, Davenport, Ia  
Mrs. Len Small—SW  
Mr. Thomas P. Small—SW  
**Stauffer Communications, Inc.**, Topeka, Ks  
Mrs. Stanley H. Stauffer—SW

**Thomson Newspapers, Inc.**, Tampa, Fl  
Mr. & Mrs. J. Knox Dye—SW  
Mr. & Mrs. Don P. Hicks—SW  
Mr. & Mrs. Frank C. Miles—SW

**Worrell Newspapers, Inc.**, Charlottesville, Va  
Mr. & Mrs. Dennis S. Rooker—SW  
Mr. & Mrs. J. D. Swartz—SW  
Mr. Thomas E. Worrell, Jr.—SW

## Companies, Associations & Services

**American Newspaper Publishers Association**, Washington, D.C.  
Mr. Roy Anderson—SW  
Ms. Kathleen Baird—SW  
Mr. Jim Donahue—SW  
Mr. Harry Edwards—SW  
Mr. Thomas Fichter—SW  
Mr. Maurice Fliess—SW  
Mr. Jerry Friedheim—SW  
Mr. Michael Genick—SW  
Ms. Maggie Genovesi—SW  
Ms. Jackie Grant—SW  
Mrs. Judith Hines—SW  
Mr. Erwin Jaffe—SW  
Mr. Terry Maguire—SW  
Mr. Anthony Novello—SW  
Mr. William D. Rinehart—Surfrider  
Mr. William Schabacker—SW  
Ms. Priscilla C. Shingleton—SW  
Ms. Eva Tannenhouse—SW  
Mr. Anthony Tesoriero—SW  
**Abitibi Paper Co., Ltd.**, Toronto, Toronto, Ont.  
Mr. R. Blake Moore—RH  
**Abitibi-Price Sales Corp.**, New York, N.Y.  
Mr. & Mrs. B.E. Barnett—RH  
Mr. & Mrs. B.K. Coken—RH  
Mr. & Mrs. P.J. Corby—RH  
Mr. Mark T. Daly—RH  
Mr. & Mrs. R.T. Dorris—RH  
Mr. & Mrs. L.D. Griffiths—RH  
Mr. & Mrs. Edward W. Hughes—RH  
Mr. & Mrs. F.H. Johnson—RH  
Mr. & Mrs. C.A. Kinnear—RH  
Mr. & Mrs. Joseph A. Logan III—RH  
Mr. & Mrs. L.E. Mansfield, Jr.—RH  
Mr. & Mrs. Don Martin—RH  
Mr. & Mrs. J.W. McCutcheon—RH  
Mr. & Mrs. R.W. O'Rourke—RH  
Mr. & Mrs. J.H. Parish—RH  
Mr. & Mrs. P.F. Regan—RH  
**Advertising Age**, New York, N.Y.  
Mr. David Persson—HR  
**American Newspaper Markets, Inc.**, Northfield, Il.  
Ms. Harriett F. Sinding—SW  
Mr. Peter S. Sinding—SW

EDITOR & PUBLISHER for April 19, 1980

# What's black & green & read all over?



Answer: A broadsheet page ad. composed on the Xenotron XVC-SP.

It's unique.

With our Super Cursor for vertical justification, Copy Block Cursor, Scrolling and Half-size Scaling capability, no other video ad composer on the market can match this full-page performer from Britain.

ATEX & XENOTRON. After extensive tests, both in this country and Britain, ATEX/AKI have specified desk-top versions of XVC-SP for on-line use with their own display ad. management system.

Similar working arrangements exist with PRESS COMPUTER SYSTEMS and MONOTYPE, both in the UK, and HELL-SIEMENS in Germany.

So, to get the complete picture for yourself, particularly if you are a CSI, SII, DEC or ECRM user, contact the experts today.

## XENOTRON

Setting New Standards

XENOTRON INC., 14 TOWER OFFICE PARK,  
WOBURN, MASS, 01801. Tel: (617) 933-7860  
Telex: 949373 XENTEL WOBN.

XENOTRON LIMITED  
Vinces Road, Diss,  
Norfolk IP22 3HH, ENGLAND.  
Tel: 0379 4611  
Telex: 975278 XENTEL G.

XENOTRON AUSTRALIA PTY LTD.  
2/160 Albert Road,  
South Melbourne,  
Victoria 3205, AUSTRALIA.  
Tel: Melbourne (03) 6999599

## XVC-SP

### The full page video ad composer



See our full  
range at  
**A.N.P.A. in June**  
on **STAND 111**

American Press Institute—Reston, Va.  
Mr. & Mrs. Malcolm F. Mallette—SW  
The Associated Press, New York, N.Y.  
Mr. & Mrs. Keith Fuller—KH  
Mr. & Mrs. David Bowen—SW  
Mr. & Mrs. Harold G. Buell—SW  
Mr. William J. Colton—SW  
Mr. Roy Essoyan—SW  
Mr. Wesley Howard—SW  
Mr. William McGill—SW  
Mr. & Mrs. Walter Mears—SW  
Mr. & Mrs. Thomas Pendergast—SW  
Mr. Frank Rabolt—SW  
Ms. Jeannette Russo—SW  
Mr. James Schroack—SW  
Mr. & Mrs. Roy Steinfors—SW  
Mr. & Mrs. Stanley Swinton—SW  
Ms. Suzanne Ullamis—SW  
Mr. Robert Wilkinson—SW

**Behrens Pulp & Paper Co. (Cal.)**

Mr. Stanley Behrens—SW  
Bowater Sales Co., Old Greenwich, Conn.  
Mr. M.T. Bowater—SW  
Mr. & Mrs. D.F. Cardelli—SW  
Mr. & Mrs. J.C. David—SW  
Mr. & Mrs. A.J. DeCredito—SW  
Mr. & Mrs. J.A. DeLutio—SW  
Mr. R.G. Linkins—SW  
Mr. & Mrs. J.R. Innes—SW  
Mr. & Mrs. H.K. Joyce—SW  
Ms. Ann C. Latrobe—SW  
Mr. & Mrs. W.L. Mangels—SW  
Ms. Fenola McKirk—SW  
Mr. & Mrs. E.N. Montgomery—SW  
Mr. & Mrs. G.F. Morris—SW  
Mr. & Mrs. B.R. Pryde—SW  
Mr. & Mrs. R.W. Ritter—SW  
Mr. & Mrs. D.R. Snoad—SW  
Mr. & Mrs. A.V. Wiles—SW  
Branham, New York, N.Y.  
Mr. & Mrs. Robert Erickson—SW  
Mr. & Mrs. Frank B. Gurda—SW  
Mr. & Mrs. Joseph C.D. Lafferty—SW  
Mr. & Mrs. Francis J. Stapleton—SW  
Broadcasting Corp. of China  
Mr. Punley Yang

**California Newspaper Publishers Association (Cal.)**

Mr. Michael Dorais—SW  
Canadian International Paper (Can.)  
Mr. Jack E. Chin—RH  
The Canadian Press, Toronto, Ont.  
Mr. & Mrs. Keith Kincaid—SW  
Central News Agency, New York, N.Y.  
Mr. Frank C.C. Lin  
Cresmer, Woodward, O'Mara & Ormsbee, Inc., New York, N.Y.  
Mr. & Mrs. Charles L. Healy—KH  
Mr. & Mrs. States D. Thompkins—KH  
Chicago Tribune—New York News Syndicate, New York, N.Y.  
Mr. & Mrs. Robert Reed—RH  
Crown Zellerbach Corp. (Pa.)  
Mr. Orville T. Connors—RH  
Mr. Carroll Horner—RH

**Dirks, Lee (Detroit, Mi)—SW**

Dixie Color Printing Corp., Sylacauga, Ala.  
Mr. & Mrs. Joseph T. Clinton—RH

**Editor & Publisher, New York, N.Y.**

Mr. & Mrs. Robert U. Brown—SW  
Mr. Ferdinand C. Teubner—SW  
Mr. & Mrs. Donald L. Parvin—SW  
Mr. & Mrs. George E. Wilt—SW  
Mr. Jerome H. Walker, Jr.—SW  
Mr. John P. Consoli—SW  
Mr. William Gloede—SW

**Field Newspaper Syndicate (Ca)**

Mr. J.C. Trezevant—RH

**Gannett Newspaper Adv. Sales**

Mr. William V. Shannon—SW  
Garden State Paper Co., Saddle Brook, N.J.  
Mr. & Mrs. Ray H. Cross—SW  
Great Northern Paper Co., Boston, Ma.  
Mr. John A. Ball, Jr.—SW  
Mr. & Mrs. James A. Bickle—SW  
Mr. & Mrs. William E. Cozens—SW  
Mr. & Mrs. Henry C. Conklin—SW  
Mr. & Mrs. David E. Cox—SW  
Ms. Elizabeth Center—SW  
Mr. & Mrs. Stephen Hobson—SW  
Mr. & Mrs. Robert S. Moore—SW  
Mr. & Mrs. John H. Staples—SW  
Mr. & Mrs. Peter F. Yacavone—SW

**Greater Buffalo Press, Inc., Buffalo, N.Y.**

Mr. & Mrs. John P. Doelman, III—RH  
Mr. & Mrs. John Hershiser—RH  
Mr. — Mrs. John W. Koessler, Jr.—RH  
Mr. & Mrs. Kenneth L. Koessler—RH  
Ms. Mary R. Koessler—RH  
Mr. & Mrs. Peter A. Vogt—RH

**Hanson, O'Brien, Birney & Butler, Washington, D.C.**

Mr. & Mrs. Arthur B. Hanson—HR  
Harris Corp., Westery, R.I.  
Mr. & Mrs. Harry L. Devore  
Henry Associates, Ft. Lauderdale, Fla.  
Maurice K. Henry—SW  
Mel Hodell, Newspaper Broker, Montclair, Ca.  
Mr. Mel Hodell—Surfrider Hotel

**Inca-Ira Research Assn., Switzerland**

Dr. Walter Matuschke—SW  
Inland Daily Press Ass'n., II.  
William Boykin—SW  
International Circulation Mgrs. Assn., Milwaukee, Wisc.  
Mr. & Mrs. Harold A. Schwartz—SW  
International Paper Sales Co., Montreal, Can.  
Mr. & Mrs. Cecil S. Flenniken  
Mr. & Mrs. J.C. Johnson  
Mr. & Mrs. George H. Murphy, I  
Mr. & Mrs. Conrad de L. Porteous  
Mr. & Mrs. S.F. Stringfellow  
Mr. & Mrs. James R. Tinsdale  
Mr. & Mrs. A.L. West  
Mr. & Mrs. J.H. Whalen  
Mr. & Mrs. Warren P. Woodworth

**Japan Newspaper Publishers & Editors Assoc.**

Mr. Masakuni Hashimoto—SW

**Keller, LeRoy, N.Y.—RH**

Kimberly-Clark Corp., Coosa Pines, Ala.  
Mr. & Mrs. Marvin F. Gade—SW  
Mr. & Mrs. Larry W. Howell—SW  
Mr. & Mrs. Sanford B. Pinkerton—SW  
Mr. & Mrs. Robert A. Sharp—SW  
Kirkland & Ellis (D.C.)  
Mr. Richard E. Wiley—SW  
King Features Syndicate, New York, N.Y.  
Mr. George Driscoll—SW  
Mr. Paul Eberhardt—SW  
Mr. & Mrs. Richard Fales—SW  
Mr. Ted S. Hannah—SW  
Mr. Hal Hanson—SW  
Mr. Jim Raymond—SW  
Mr. & Mrs. Benson Sreer—SW  
Mr. Dean Young—RH  
Kruger Pulp & Paper Sales, Inc., New York, N.Y.  
Mr. & Mrs. Charles E. Martin—SW

**Lake Superior Newsprint Co., Chicago, II.**

Mr. & Mrs. Bruce Fallows—SW  
Mr. & Mrs. William D. Frost—SW  
Landon Associates, New York, N.Y.  
Mr. & Mrs. Jack F. Kent—SW  
Mr. & Mrs. Owen E. Landon—SW  
Mr. & Mrs. Robert L. Laybrun—SW  
Mr. & Mrs. George Shannon, Jr.—SW

**Michigan Press Assn., Lansing, Mi.**

Mr. & Mrs. Warren M. Hoyt—SW  
M.A.N.—Wood Industries, Inc., Middlesex, N.J.  
Mr. & Mrs. Daniel McColley—RH

**Newspaper Advertising Bureau, New York, N.Y.**

Jack Kauffman—KH  
Leo Bogart—KH  
Mr. Harold Licker—SW  
Richard Neale—KH  
Mr. Kenneth Poch—SW  
Alfred Eisenpreis—KH  
William Solch—KH  
Newspaper Editors Assn. of Republic of China  
Mr. Chia-Shih HSU  
New York State Pub. Assoc., Syracuse, N.Y.  
Mr. & Mrs. John D. Kutzer—SW  
Nolan Industries, Rome, N.Y.  
Mr. Web

**The Ontario Paper Co., St. Catherines, Ontario, Can.**

Mr. & Mrs. John E. Houghton—SW  
Mr. John T. Davis—SW  
Mr. & Mrs. John E. Houghton—SW  
Mr. & Mrs. David F. Kerry—SW  
Mr. & Mrs. Ronald C. Knutson—SW

**John A. Park, Jr. & Co., Raleigh, N.C.**

Mr. & Mrs. John A. Park—SW

**Mr. & Mrs. Simmons L. Park—SW**

**Reilly Graphics (N.Y.)**

Mr. Ralph B. Curd—SW  
Reporters Committee for Freedom of the Press, Washington, D.C.  
Mr. Jack Landau—SW  
Reuters, Ltd., New York, N.Y.  
Mr. & Mrs. Michael L. Blair—SW  
Rockwell International  
General Industry Operations, Pittsburgh, Pa.  
Mr. William J. Hamilton—HR  
Customer Parts/Service, Chicago, II.  
Mr. Mike Kienzle—HR  
Goss Newspaper Products, Chicago, II.  
Mr. C.W. Burger—HR  
Mr. W.F. (Bill) Corbett—HR  
Ms. Lori Gruenwald—HR  
Mr. R.E. (Dick) Hirst—HR  
Mr. Hal Lowry—HR  
Mr. Al Taber—HR  
Mr. R. (Bob) Wickman—HR  
Graphic Systems Division  
Mr. Ron White—KH  
Research & Engineering  
Mr. Ted Chodorowski—HR  
Technology & Systems  
Mr. Richard Segel—HR  
Romano, George, Conn. & Ariz.—HR

**Sabin Bermant & Blau, Attorneys, N.Y., N.Y.**

Mr. & Mrs. Tobias Bermant  
Mr. & Mrs. Charles Sabin  
Sawyer, Ferguson, Walker Co., New York, N.Y.  
Mr. & Mrs. George Belton—SW  
Mr. & Mrs. Roy G. Blackfield—SW  
Seyfarth, Shaw, Fairweather & Geraldson (II.)  
Mr. Richard D. Ostrow—SW  
Mr. Andrew R. Laidlaw—SW  
Mr. Michael J. Rybick—SW  
Mr. David R. Ross—SW  
Mr. William T. Shiver—SW  
St. Regis Paper Co., Dallas, Tex.  
Mr. & Mrs. John W. Bair—SW  
Mr. Ronald Cunningham—SW  
Mr. William Fey—KH  
Mr. & Mrs. J. W. Price—SW  
Mr. & Mrs. Robert D. Reynolds—SW  
Mr. William Shiver—SW  
Mr. & Mrs. J.C. Tant—SW  
Southern Prod. Program (Ok)  
Mr. James D. Stuckey—Surfrider  
Story & Kelly Smith, Inc., New York, N.Y.  
Mr. Robert H. Lambert—KH  
Southwest Forest Industries, Phoenix, Ariz.  
Mr. & Mrs. Andrew J. Bastine—SW

**Texas Daily Press League, Inc., Dallas, Tex.**

Mr. & Mrs. Sam W. Papert—SW  
TV Data, Inc., Glens Falls, N.Y.  
Mr. & Mrs. James E. West, President

**United Feature Syndicate/Newspaper Enterprise Assoc., New York, N.Y.**

Mr. & Mrs. John Carroll—SW  
Mr. & Mrs. Robert J. Farnau—SW  
Mr. & Mrs. Robert R. Metz—SW  
United Press International, New York, N.Y.  
Mr. & Mrs. Roderick Beaton—RH  
Mr. & Mrs. Donald Brydon—RH  
Mr. Gerard Loughran—SW  
Mr. Frank W. Lyon—SW  
(Ms) Aline Mosby—SW  
(Ms) Debra Nolan—SW  
Mr. Robert E. Page—RH  
Mr. H.L. Stevenson—SW  
Mr. & Mrs. Frank Tremaine—Surfrider  
Mr. John F. Virtue—SW  
U.S. Printing Ink Co. (N.J.)  
Mr. & Mrs. Ronald C. Baker—SW  
Mr. & Mrs. Hans E. Rosberg—SW

**World Press Freedom Comm. (Fla.)**

Mr. George H. Beebe

**Youngs, Walker & Co. (II.)**

Mr. Michael A. Walker—SW

## Sales consultant

In the sale of Mickelson Media Inc. newspaper group in Minnesota to Odgen Newspapers of Wheeling, W.Va. (E&P, April 12) John Morton, stock analyst of John Muir & Co., served as consultant to MMI in the sale. Leroy Keller, newspaper broker, represented Nutting.

EDITOR & PUBLISHER for April 19, 1980

# There's one sure way to reduce the cost of silver photographic film.

## Don't use it.

With the Pyrofax Platemaking System from 3M, you won't have to. Because thanks to a unique technology, it produces press-ready offset plates directly from paste-up. Without silver halide film.

In the past, material costs for Pyrofax were pretty much the same as those for conventional camera systems. But lately, the price of silver has risen even faster than gold.

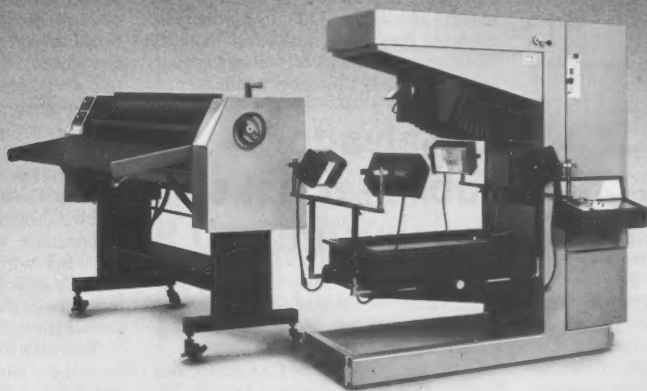
In fact, at current prices, the Pyrofax System can cut your costs by \$1.50 per page. And sometimes even more.

What's more, besides eliminating the need for plumbing and film developing, the Pyrofax System operates in normal room lighting. So you can locate it practically anywhere in your plant. And it's faster than rapid access cameras and processors for your starter plate.

You get as many as four press-ready plates (and/or paper proofs) from a single exposure. And with Pyrofax, you don't need a plate processor or plate diazo and developer. There's also a unique anamorphic lens option available. And best of all, overall speed is 50 or more single-page plates per hour.

Offset and direct litho newspapers worldwide have already installed the Pyrofax System for more efficient platemaking. Maybe you should, too. Before the high cost of silver starts to tarnish your profit picture.

For additional information, or to arrange a visit to a Pyrofax installation in a plant like yours, write: 3M Pyrofax System, Printing Products Division, 3M Center/Building 223-2N, St. Paul, MN 55101. Or better yet, call Les Curtis, Pyrofax Marketing Manager, at (612) 733-8473.



## The Pyrofax Platemaker

The silver-less system that saves you up to \$1.50 per page.

**3M**

## View from top

(Continued from page 84)

However, we must not overlook the impact of television news on print publishing in the last quarter century. A lot of papers, including major ones, went down the drain. Although many reasons were involved, one that I'm sure played an important part was the public's readiness to accept capsulized electronic news.

When you see Carter, Begin and Sadat, live and in color, emerging from Camp David, it's hard to beat that. And that's why the purpose of the newspaper has to be something different. It has to veer more towards analysis and interpretation than just simple reporting. On the whole, the print press has faced this challenge very well. Even the good, old Gray Lady has changed her wardrobe.

In fact, in total numbers, I believe there are more newspapers today than there were 20 years ago because of the growth of local suburban papers, specialized publications, that kind of thing.

I'm not quite sure what the competitive impact will be when CATV comes into its own. But I'm sure newspapers, which have shown how resilient and adaptive they can be when confronting television, will continue to adjust and compete.

I've seen machines which can deliver newspapers—readouts—into homes electronically. Perhaps in the not too distant future newspapers will add another conduit for delivery.

### MICHAEL DREXLER

Executive Director, Media and Programming  
Doyle Dane Bernbach, Inc.

I don't expect CATV to create disruptions for newspapers until we have computers that will print out hard copy. And that, in my opinion, is at least two decades down the road.

That isn't to say that newspapers, in the meantime, won't have to fight harder for their share of the advertising dollar. In fact, they're already doing it. Retailers, as well as other traditional newspaper advertisers, have been increasingly willing to test the broadcast waters and this will continue. Cable will simply become the newest seeker after the budget buck.

No one has yet come up with a way to tear a coupon off the tube so it's going to be hard to beat the tangibility of newspapers during the pre-printout era.

The coming of 24 hour cable news, I believe, will affect the composition of newspapers. Many papers have already instituted more features and special sections, i.e., Lifestyle, Food, Home, Living, Business, Sports and others. We will continue to see more of this with even



John J. O'Connor

still greater emphasis being placed on features. To further emphasize the difference that sets them apart from cable, newspapers will, I believe, cover hard news in greater depth. The quick treatment or capsule synopsis will go to cable by default.

I see the emergence of CATV as demanding a greater degree of open-mindedness on the part of publishers. Newspaper publishing fosters independence, and many publishers tend to feel they are the final judges of what their readers should get. Only by giving readers what they want, not what someone thinks they should have, will newspapers continue to meet the new challenges.



Michael Drexler

One of my biggest problems with newspapers is that you can rarely get two publishers to agree on anything. I would suggest they try to understand other media better; they don't exist in a vacuum. With a clearer view of their place in the total media mix, they would have a better understanding of their own uniqueness.

They might be more responsive to size and format standardization. They might resolve the local vs. national rate issue. And while there have been some good attempts to try to understand what national advertisers are looking for, they have been slow in developing them.

## El Salvador publisher asks for asylum in U.S.

Jose Napoleon Gonzalez, outspoken El Salvador publisher, filed a petition in Los Angeles March 28, seeking political asylum in the United States.

Gonzalez, publisher of *La Cronica Del Pueblo*, fled to this country January 28, after receiving death threats. Last July 14, his office was firebombed and destroyed in what he said was one of a series of attacks on his paper. A right-wing paramilitary group claimed responsibility for the July bombing.

Before his recent flight, he said, he got a phone call at his home that his newspaper office would be dynamited if he didn't leave El Salvador.

Gonzalez's request for asylum is being supported by two former U.S. Ambassadors to El Salvador, Frank Devine and Ignacio Lozano, publisher of the Spanish-language newspaper in Los Angeles, *La Opinion*.

The exiled publisher also has received support from the Inter-American Press Association, the World Council of Churches, Amnesty International and other international organizations.

Gonzalez, 46, is living in Los Angeles with his wife, Ana Maria, and their young son, Jose. Mrs. Gonzalez plans to return to El Salvador to run the newspaper which has continued to publish.

Gonzalez founded *La Cronica* as a weekly for intellectuals for both the right and the left. It turned daily in 1972 and became the nation's third largest newspaper.

The publisher says that he is not allied with any political group, adding "there are matters of conscience involved here in which journalists have to face serious dangers to print the truth."

## Price hiked

*New Haven Register*, part of the Jackson Newspapers, New Haven, announced a 10-cent boost in price of the Sunday editions. An announcement said the boost from 50-cents to 60-cents per copy was due to "inflationary jumps."

EDITOR & PUBLISHER for April 19, 1980



## Cash awards won by 13 reporters in Hancock contest

Winners in the 13th annual Awards for Excellence in Business and Financial Journalism program, sponsored by John Hancock Mutual Life Insurance Co., were announced by Edwin Matz, chairman and chief executive officer.

Cash awards will be presented in recognition of the work of 13 journalists judged to have contributed significantly to improved understanding of business and finance during 1979. They are John Hanchette, William Schmick and Carlton Sherwood of Gannett News Service; Tom Bethell of *Harper's*; Gordon Williams, John Campbell and William Wolman of *Business Week*; Richard Longworth and William Neikirk of the *Chicago Tribune*; Arnold Garson and Larry Fruhling of the *Des Moines Register*; and William Roesgen of the *Billings Gazette*, with Dr. Thomas Brown.

Winners were selected by a panel of judges consisting of Dr. A. Benton Cocanougher, Dean of the School of Business, University of Houston; Toni House, staff reporter for the *Washington Star* and President of the Washington Press Club; Robert Dallos, financial reporter for the *Los Angeles Times* and president of the New York Financial Writers Association; Phil Dessauer, managing editor of the *Tulsa Daily World* and president of Sigma Delta Chi; and Dr. Raymond Kenney, business-financial editor of the *Milwaukee Sentinel* and president of the Society of American Business and Economic Writers.

Hanchette, Schmick and Sherwood took top honors for Gannett News Service in the syndicated and news service writers category for a 1979 series which detailed how a small order of monks was able to raise and borrow close to \$20 million in bonds, loans and charitable donations for a construction of a shrine in rural Pennsylvania with only \$2 million at best spent on the shrine and the balance reportedly funded into dubious business ventures.

Bethell won his award for an article on how Congress causes inflation which was included in a special issue of *Harper's* entitled "Fooling With The Budget."

Williams, Campbell and Wolman headed a staff in the preparation of the 50th anniversary issue of *Business Week* which gave some new insights into how the United States and the world fell into the Depression, how we struggled out of that traumatic time and where we now seem to be headed economically and socially.

Longworth and Neikirk were honored for their series in the *Chicago Tribune* on "The Changing American Worker" highlighting the widening gap between Americans and their jobs. The series took first place in the above 300,000 circulation newspaper category.

Winning entry in the newspapers with circulation of 100,000 to 300,000 category was a series by Garson and Fruhling in the *Des Moines Register* on what a decade of inflation has done to the lives of ordinary Americans using a typical Iowa town—Fort Dodge—as their reporting laboratory.

A series on competition in the medical industry by William Roesgen and Dr. Thomas Brown in the *Billings Gazette* was the award winner in the newspapers with circulation under 100,000 category.

The series focused on the purchase of redundant equipment, surplus facilities and higher than necessary costs for services resulting from competition.

Now in its 14th year, the John Hancock Awards for Excellence program recognizes that lucid reporting, interpretation and writing of business and financial news is essential.

The 1979 awards will be presented at a dinner and seminar entitled "Business and the Media," co-sponsored by the John Hancock and the School of Business at the University of Houston.

## You Could Be Only 7mm Away From Saving a Bundle.

MidSTATES' new 1812NHD polystrapper is designed to handle the narrower, and less expensive, 7mm wide strapping. Right away you can lower the cost of newspaper bundling with more economical strapping materials.

But that's just the beginning of the story.

Our new system is fully automatic with a high speed conveyor belt that moves along at a crisp 100 feet per minute. Couple that with 24 straps a minute and newspaper bundles get out the door in record time. And with less time spent in the production room you'll lower production costs.

Entirely portable, the 1812NHD polystrapper can be relocated as your operations change without a lot of fuss, bother, or expense. And the system features MidSTATES Weld-Loc Heat-Seal Joint that's 90% as strong as the band itself to drastically reduce breakage.

Call Wes Greavu toll free (800-428-0954). See how we can save you a small bundle.

Meet us at Atlanta at booth 2123.



**MIDSTATES PACKAGING SYSTEMS**

Division of Keystone Consolidated Industries, Inc.  
P.O. Box 668, Crawfordsville, Indiana 47933 Phone (317) 362-2200

## Publisher says news values are cheapening

James E. Olson, publisher of the weekly *Observer* at Richland Center, Wis., laments what he regards as a cheapening of news values. "In our day we called it yellow journalism," Olson says.

Olson, past president of the Wisconsin Newspaper Association, sells 5,331 copies of his award-winning newspaper each week.

It's the newsworthiness factor which bothers Olson.

"We're reading and hearing lots of stuff that is put out for its entertainment value and its shock effect. It comes down from the big boys—the Cronkites and the Brinkleys. We shouldn't be entertaining or shocking; we should be informing," Olson says.

Self criticism is not uncommon when you sample other ex-Badgers among the 4,000 who have graduated since the UW-Madison launched journalism education in 1905. The 75th anniversary of the first course will be marked in a day-long program May 9 at the School of Journalism and Mass Communication in Vilas Hall.

Marquis Childs, Class of 1923, Pulitzer Prize winning Washington columnist and author of 14 books, says he is upset that "investigative reporting has become an obsession" with journalists.

"Every young reporter feels he must destroy a public figure in order to build his own reputation. It has become a general attitude," Childs says. The practice of quoting unidentified sources has contributed to what the columnist catalogues as public "doubt about the authority of the press."

Readers may have scaled down the value they place on their newspapers, fears William Draves, managing editor, *Fond du Lac Reporter*.

"They seem to think that we're publishing the paper for a selfish motive," says Draves. "Some think that we're 'Watergating' in order to write a book. We haven't told our own story to our readers. And I fear it's too late to make them understand."

Austin C. Wehrwein of the opinion page staff of the *Minneapolis Star*, won a Pulitzer Prize while writing for the *Milwaukee Journal*. Wehrwein's view of reader credibility attitudes is that "we have to live with the fact that a lot of people mistrust the media and just do the best we can; it's another example of the king killing the messenger who brings bad news."

Wehrwein is also a journalist who has thoughts on how universities could modernize their offerings to the profession.

"The schools should be training com-

munications management people, not just future reporters who often turn out to be lousy city editors or publishers. Communications has become an incredibly big business operation. Journalism should offer a triangular curriculum with business and law. I'd like to see Wisconsin become the Harvard School of Newspaper Management."

Christine Blumer, city reporter and chief photographer for the daily *Jefferson County Union*, Fort Atkinson, Wis., who graduated in 1978, says she would have benefited from more training in reporting municipal affairs.

"The first time I covered a budget meeting of the school board I thought I was going to die. After the meeting I sat there until 2 a.m. getting something on the VDT screen. I came back the next morning and sweated out the story right up to deadline."

But experience also teaches. "This year I understood about cost controls and state mandates, and I had the budget story done in two hours—and was taking phone calls while I was writing," the young reporter says.

## Stern Fellowship is established

Establishment of the Laurence M. Stern Fellowship was announced by Benjamin C. Bradlee, executive editor of the *Washington Post*, and Julius Dusha, director of The Washington Journalism Center, which will administer the fellowship.

Stern, who died last summer at the age of 50, worked for the *Washington Post* for 27 years and was assistant managing editor for national affairs at the time of his death.

The fellowship will be awarded annually to a British journalist who will spend 10 weeks each summer as an intern on the national staff of the *Post* and then travel in the United States. One of Stern's major interests was British journalism.

The Fellowship will be financed through a partnership between American and British journalists.

In Washington friends of Stern's are seeking to raise \$40,000 to establish a fund to produce an annual income sufficient to pay an intern for 10 weeks.

The Philip L. Graham Fund contributed \$25,000 toward the goal of \$40,000, with contributions from Stern's friends making up the rest of the fund.

In Britain a group of journalists headed by Godfrey Hodgson is seeking to raise 12,000 pounds for a fund to finance travel costs for the intern.

Persons wishing to contribute to the Laurence M. Stern Fellowship should send their contributions to The Washington Journalism Center/Stern Fund, 2401 Virginia Avenue, N.W., Washington, D.C. 20037.

## Priority gas status for papers sought

Concern over "the apparent failure to give newspaper distribution priority status in the standby gasoline rationing program, which the Department of Energy is preparing for submission to the President, was expressed last week by Senator Richard S. Schweiker (R-Pa.).

His views were contained in a letter he sent to Secretary Charles Duncan of the Department of Energy, Schweiker wrote:

"When the Administration's first standby rationing proposal was being prepared, I wrote to then DOE Secretary Schlesinger on October 30, 1978 urging a priority classification for newspaper distribution. In addition, in its May 3, 1979 report on that plan, the Senate Committee on Energy and Natural Resources stated it was 'impressed with the testimony presented by several businesses which provide vital services to the public but which receive no recognition under the standby gasoline rationing plan.' Included among those businesses were 'newspaper systems, which provide for rapid and effective communications during emergencies.' The report added that the Committee 'strongly recommends that the Department of Energy reexamine and reevaluate the role of these firms in the economy.'

"It is important to note that during World War II, the only time in our history a rationing program was in effect, newspaper distribution was given priority status. This reflected our historic commitment to the principle that an informed citizenry is a great source of strength in times of crisis. Moreover, the success of any rationing program is dependent on informed public support. I question the logic of a plan which, by its nature, requests the public's forbearance and sacrifice, but which may impede the flow of information which would contribute to the public's understanding of the need for its implementation."

Sen. Schweiker is the brother-in-law of William E. Strasburg, executive vice-president, Bulletin Co., Philadelphia.

## Costly trial

Probate Judge Joseph J. Nahra has authorized payment of \$1.8 million in fees for attorneys who represented litigants in settlement of the Horvitz family estate controversy. The Cleveland judge also appointed William B. Saxbe, a former U.S. Attorney General; James H. Berick, an attorney, and George J. Grabner, an industrialist, as trustees for the Horvitz enterprises valued at \$180 million, including several newspapers and broadcast stations under the jurisdiction of Harry Horvitz.

EDITOR & PUBLISHER for April 19, 1980

# Kansas papers win access to conviction records

Kansas State Supreme Court has upheld a challenge by the *Wichita* (Kans.) *Eagle* and *Beacon* and ordered court records opened in criminal cases where convictions were not obtained.

At the same time, the state's high court shied away from ruling on the constitutionality of the 1979 record closure act.

In its ruling, the court said the news media has a special standing and since the *Eagle* and *Beacon* collect and sell news to the citizens of Kansas, the denial of access to official court records "impairs their ability to carry on their business—the collection and dissemination of information."

Davis "Buzz" Merritt Jr., executive editor of the *Eagle* and *Beacon*, said he was pleased the court ordered the closed court records to be opened, but expressed his displeasure that the high court did not rule the closure act unconstitutional.

The newspaper challenged the closure law after a state court judge interpreted it as closing not only arrest records, but also court records of persons who are acquitted or against whom charges are dropped.

Dorothy Van Arsdale, the Sedwick County District Court clerk and the defendant in the action, had prohibited reporter Ken Stephens from seeing a court file on two persons acquitted in court.

All seven justices agreed that the closure law should not apply to court records.

The opinion, written by Justice David Praser, said the closure law . . . "has no application to criminal court records of a district court and hence it imposes no restrictions on the right of the press or any other private citizens to have access to the same."

In another portion of the opinion, the court said that the expungement law is complete with statutory proceedings that would allow the media to appear to contest the sealing of a conviction record.

"The public or press are free to attend the original trial or the sentencing hearing or any post-judgment hearings or the expungement proceeding itself, Praser said for the court.

Noting that the conviction records are open to the press and public for years before a court can expunge them, Praser said they can be closed "only after the file has become as newsworthy as cold mashed potatoes."

One justice, Kay McFarland, dissented, noting that it would be impossible under that law to check a judge's track record on expungements after they are made, at least from official court records.

EDITOR & PUBLISHER for April 19, 1980

She said the public's right to be informed on the operation of its courts is being "unreasonably restricted" by the expungement law.

## Buys travel agency

Berkley-Small, Inc., has acquired the Brunell Travel Agency, of Mobile, Alabama, and now offers complete travel arrangements for carrier and management incentive programs.

## Shirt-pocket size notebook available

A shirt-pocket size notebook for writers, journalists, tv/radio reporters and law enforcement officers is being offered by Portage.

The 3-3/4" x 6-1/2" Pocket Notebook is spiral-bound, has 70 sheets and is available in a choice of 1/2" or 3/8" spaced rules.

Portage also offers its 70 sheets 4" x 8" Professional Reporter's Notebook (spiral-bound) in a choice of 1/2" or 3/8" spaced rules.

For more information, contact Portage, P.O. Box 5500, Akron, Ohio 44313. Phone toll free 1-800-321-2183.



## Is missing your PRIME TIME costing you readers?

A good delivery deadline for an evening newspaper is before subscribers return home from work. This deadline allows time before dinner...PRIME TIME...for your newspaper to be read. After dinner, readers may be lost to TV viewing, bowling, tennis or other activities.

How many times does your newspaper lose readers because it's delivered too late?

Consider folding and tying papers for your carriers. Doing this can cut their delivery time by up to 50%! And get your newspaper delivered in time for PRIME TIME reading.

A pair of Stepper Fold 'n Tyers can fold and tie up to 10,000 papers in an hour. Write or call for case histories to see how other newspapers are using Stepper equipment.

The Innovators in Newspaper Distribution

# Stepper

ASSOCIATES, INC.

P.O. Box 103 / Olathe, Kansas 66061 (Metro K.C.) 913-782-2580

# Media challenge closings of two California courts

By M.L. Stein

Secret court hearings in two California cities have stirred up a barrage of media protests that are headed for the State Supreme Court.

The protests involve accused kidnaper Kenneth Parnell, 48, whose preliminary hearings have been ordered closed in Merced and Ukiah. In the Merced hearing, the closure order also involved Parnell's co-defendant, Ervin E. Murphy.

UPI attorney Judith Epstein asked the State Supreme Court April 11 for an emergency stay to prevent resumption in Ukiah of a secret preliminary hearing for Parnell, who is charged there with the abduction of Timmy White, 5.

In Merced, Parnell and Murphy are held for the alleged kidnapping of 14-year-old Steven Stayner in what is considered one of the most bizarre criminal cases in California history. Stayner turned up recently after reportedly living with Parnell for 7 years.

Judges in Merced and Ukiah have barred the press and public from the hearings on the basis of a 107-year-old California Law which permits such closure if the defendant requests it.

The *Merced Sun-Star*, the *Sun-Star's* court reporter Sylvia Wharton, Associated Press and the *San Francisco Examiner* are appealing the closure ruling by Municipal Judge Robert J. Falasco on April 11.

"What is at issue is the public's right to know what is going on in its public courts," said *Sun-Star* general manager Richard T. Bentley. "People are expressing concern about what the courts do and now the courts are closing hearings based on a law made more than 100 years ago."

Merced District Attorney Pat Hallford told Judge Falasco he agreed with the defense closure request, saying "the statute is clear in the matter."

AP counsel Jerome Dougherty, *Sun-Star* attorney Dudley Goul and the UPI's Epstein challenged the 1872 statute, claiming it violates the First Amendment free press provision. Dougherty, in the motion to intervene, affirmed the "right of the press to gather and disseminate information to the public."

"Are you asking me to do something I cannot do?" Falasco replied. He noted that the 1872 law has been upheld by "countless judges."

Epstein told the court: "until a year ago, 868 (the Closure Law) had never been challenged on First Amendment grounds."

Public defender Jack Ellery, represent-

ing Parnell, said, "I question whether the interveners (the press) represent the public. They are here for the sole purpose of selling the news."

Ellery said pretrial publicity could result in prejudice against Parnell, making it impossible to pick an objective jury to hear the case.

*Sun-Star* reporter Wharton said she has run into trouble with the court, even from the outside.

"During a recess one day," she told EDITOR & PUBLISHER, "I was standing outside the Merced County Municipal Courtroom. People began coming out and I held my camera ready for an opportune shot. 'The door opened again, I held my camera through the opening and snapped a couple of shots without crossing the threshold. The public defender, Jack Ellery, told me to stop and closed the door. The door opened again and I snapped the camera once more. This time the bailiff ran over and said, 'the judge said if you do that one more time you're going to jail.'"

Wharton said Judge Falasco was not on the bench at the time. "No one around here is doing any talking," Wharton continued. "Not the district attorney, defense counsel or witnesses. They're scared off by the defense lawyers."

The media appeal to have Parnell's preliminary hearing opened to the public was denied by Merced County Superior Court Judge George C. Murry but the *Sun-Star* said it would appeal Murry's decision.

Meanwhile, UPI and other media organizations continued their fight to open the Ukiah hearing which was ordered shut by Justice Court Judge James Luther. Luther's ruling was stayed by Superior Court Judge Arthur Broddus but the state court of appeal upheld Luther's order. The State Supreme Court will now decide the issue.

## LA Herald-Examiner photog wins prize

Michael Haering, chief photographer for the *Los Angeles Herald Examiner*, has won the 1,000-pound Grand Prize in the Ilfospeed Print Competition sponsored by Ilford, Inc. of England.

His photo, which was picked over 10,000 entries, is of an Iranian woman being hurled over a police car during a demonstration last year in Beverly Hills. The picture, which has appeared in magazines and newspapers around the world, has captured nine other awards.

## Charity edition raises \$50,000

How do you spell success?

At the *Courier Express* in Buffalo, N.Y., they're spelling it "C-o-u-r-i-e-r K-i-d-s D-a-y." A first-time-ever sale of a special edition of the morning newspaper netted \$50,000 for charity this past February 29.

Courier Kids Day, a community involvement venture, found more than 2,000 volunteers selling the special edition for Buffalo Children's Hospital and its Rehabilitation Center. The edition sold for \$1 a copy, and contained a four page wrap of photographs and stories concerning the hospital's special programs for handicapped children, as well as the regular Friday paper.

The \$50,000 in proceeds were turned over to hospital officials during the city's Variety Club Telethon—an annual event kicked off this year by the 'Kids Day' edition sale.

The morning-time event generated sales of over 60,000 from the special edition press run of 96,000 copies. This was in addition to the newspaper's 130,000 daily press run. Sunday circulation is 255,000.

The newspaper provided the volunteers with red and white ski caps that carried the *Courier-Express* "Good Morning" logo, and aprons emblazoned with the drive's slogan: "Make It a Good Morning For Children's Hospital."

The enthusiastic volunteers, undeterred by early-morning sub-zero temperatures and a -35° wind chill factor, turned papers into dollars at over 300 Metro Buffalo locations—stopping rush-hour commuters at busy Downtown corners, and tying up expressway traffic to sell their newspapers.

The ranks of the newspaper hawkers included personalities from the city's three major TV stations, housewives, banking and department store presidents, government officials, community groups, and Erie County Sheriff's deputies. (The lawmen sold over 1,000 copies with a method of persuasion only they could use.)

Robert B. Adam, president of AM&A's, a local department store chain, volunteered his workers to sell papers at his 10 stores. Adam also purchased 1,000 copies to distribute to his employees.

Roger P. Parkinson, who was recently named president and publisher of the C-E, sold papers at an inner-city street corner. The young publisher and his teammates sold over 200 papers during a two-hour shift.

"I think it was just terrific the way the whole community pulled together to make this such a success," Parkinson said.

*Courier-Express* officials, buoyed by the initial success, promised to make *Courier Kids Day* an annual event.

EDITOR & PUBLISHER for April 19, 1980

Use this handy order form to order:

**1980 EDITOR & PUBLISHER MARKET GUIDE**  
**1980 EDITOR & PUBLISHER YEAR BOOK**

Please send me:

EDITOR & PUBLISHER YEARBOOK - Encyclopedia of the newspaper industry.  
 1980 Edition \$35 per copy  Bulk orders 5 or more \$30.00

Number of copies \_\_\_\_\_

EDITOR & PUBLISHER MARKET GUIDE

Exclusive data on U.S. and Canadian newspaper markets

1980 edition \$35 per copy  Bulk orders 5 or more \$30.00 each

Number of copies \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Nature of Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Payment Must Accompany Order



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 20 NEW YORK, N.Y.

*Postage will be paid by*

**Editor & Publisher**

Circulation Department

575 Lexington Avenue

New York, N.Y. 10022



## Dow Jones to cap WSJ's circulation

Dow Jones & Co. will act "to bring down from its 1.9 million level" the *Wall Street Journal's* circulation in order to insure adequate newsprint supplies and sufficient ad revenues for the planned expansion of the paper in mid-year, chairman Warren H. Phillips said at the company's annual meeting in New York.

E&P in its March 1 issue reported Dow Jones' intention to slow the *Journal's* growth and add a second section to the paper with all editions having a total of 56 pages. The new section's front page will feature stories on marketing, real estate, technology, small business and regional trends while its inside pages continue the paper's regular business news coverage. The *Journal* also will run its op-ed page five days a week instead of the current two.

Restraining the *Journal's* 16% first quarter 1980 circulation growth will enable Dow Jones to maintain its present level of service to the paper's readers, Phillips stated.

The 16% growth rate "had been a threat to prompt delivery of the paper," he continued. "It strained our printing and distribution facilities. There was not

sufficient newsprint supplies to serve such rapid growth this year."

Dow Jones intends to reduce the *Journal's* 1980 growth rate to 4% to 5% over 1979 when year end circulation was 1,768,000.

Phillips said Dow Jones had purchased "sufficient newsprint to make expansion (of the *Journal*) possible."

## Parade expands printing plant

Parade Publications, Inc., has announced plans to significantly expand its manufacturing capacity. These plans include at least one new 13-unit press of the latest design, as well as additional units for an existing press line. Cylinder-making capacity will also be increased by the addition of two Helio-klichograph cylinder engraving machines and two Polishmaster cylinder finishing machines.

Carlo Vittorini, president and chief executive officer of *Parade*, indicated that further decisions relative to other details of the expansion were currently under consideration. *Parade* is presently printed in four locations throughout the U.S. including its own rotogravure facility, Diversified Printing Corporation, located in Atglen, Pa.

*Parade* has a circulation of over 21 million, and is distributed by 130 newspapers.

## Gilbert's 40th report heaps praise on E&P

Lewis Gilbert, who has published an annual report on annual stockholder meetings for 40 years, said the latest one is the last.

The *Annual Report of Stockholder Activities at Corporation Meetings* is published by Corporate Democracy Inc., a not-for-profit corporation, run by Gilbert and his brother John J. The current report costs \$15.

Gilbert said he and his staff plan to continue attending annual meetings in 1980 as stockholders and proxy representatives. The *New York Times Co.* is listed by Gilbert as the only firm which he expects to attend in the newspaper field.

One of the chapters of his annual report is a review and critique of press coverage of the corporation meetings and activities.

In the new report, Gilbert begins the chapter by praising a story in *EDITOR & PUBLISHER* that ran August 4, 1979.

Gilbert called the story, discussing the strengths and weaknesses of annual meeting coverage by newspapers, a "superb round-up."

Later on in the same chapter, Gilbert said E&P's coverage of the Gannett annual meeting "was good." Both stories were done by Andrew Radolf, an E&P associate editor.

# CAMERA-READY

TV Data's well-known camera-ready listings are ready to roll. We presently use over twelve miles of film each month to bring you camera-ready convenience and quality. Or you may prefer fast wire delivery. Each offers TV Data's wide range of typesetting and editorial options—allowing you to custom-tailor listings to fit your publication.

- Any style or format.
- Customized feature package.
- Complete TV booklets.
- Special and Children's show breakouts.

TV Data is ready when you are!  
For more information, call our  
Hotline:

**(800) 833-9581**

New York Tie Line (212) 581-3169    Toronto Tie Line (416) 366-9319    Local Line (518) 792-9914

**TV DATA**  
Quaker Village, Glens Falls, New York 12801

# Syndicates

By Lenora Williamson

## Penny-Wise columnist dissects bargain travel

Travelers must shop for vacation or a business trip just as they would shop for any major purchase, syndicated travel columnist Jane Morse is telling readers of "The Penny-Wise Traveler."

That was the message, too, when she created the column for *Newsday* back in 1972. But it is even more so now.

"Travel these days," Morse says, "is a Middle-Eastern bazaar of widely varying air fares, 'discount' rentals, 'specials' at hotels and 'bargain' tours. And you'd better have a pretty good idea of the market since your money and your enjoyment are at stake."

In the early 70s, she points out, nobody was writing about the pitfalls of traveling—no one was presenting the consumer's side.

"I was sick and tired of reading sea, sand and sunshine soppiness and la-di-da nonsense. Every island is not a paradise."

Jane Morse felt then that newspapers owed it to readers to take a realistic approach to travel.

About a year after its *Newsday* debut, "The Penny-Wise Traveler" began weekly syndication with King Features.

The columnist travels about five months a year on a pay-as-you-go basis, never accepting freebies or having her hand held by transportation companies or travel suppliers. A freelance writer for magazines and columnists for the *Washingtonian* before "Penny-Wise" started, Morse earlier was a correspondent in *Time* magazine's Los Angeles bureau.

The column has launched some missiles at the high-flying industry, asking where are the 'savings' so many tours keep promising—then citing figures in the column to the contrary. And Morse tells where the buys are, and in a lighter vein, occasionally, where the boys are.

At the end of 1979, the travel columnist had logged her 16th trip around the world.

## Printer hits Landers on column typo

What Ann Landers said about printers in one of her recent columns did not set too well with Donald F. Holland, a member of Chicago Typographical Union No. 16. So he took pen in hand and told her so.

Holland had read the column headlined "Humble pie? Maybe it was printer's fault" in the February 14 issue of the *Chicago Sun-Times*. Landers, despite an earlier resolution to the contrary, had succumbed to the temptation of printing a recipe for a lemon meringue pie. In the process, the *Muskegon Chronicle* printed that 13 cups of lemon juice were

needed.

When Mrs. James Seyfert of Fremont, Mich., phoned Chicago to point out that 13 cups of lemon juice seemed like "an awful lot for a pie." Landers consigned "a bouquet of skunk cabbage to the typesetters up there," which in turn set Holland off.

Telling Ann that as a devoted reader he has appreciated her column and sound advice, but disagrees with her assessment of typesetters, he said that people always blame everything on the typesetters. "How about the editors, proofreaders and management?" he asked.

"Now that the Linotype machine is almost extinct in modern-day printing," he continued, "the public does not realize that computers have replaced the thinking of typesetters. In the trade today the computer output is referred to as 'idiot tape.'"

Holland observed that "management has pushed aside the printers' craftsmanship for deadlines with such comments as 'run it as is, we'll correct it in the next edition.'" He said there often are more mistakes on the first few pages of his paper than there were in the entire issue years ago and he complained about the lack of sufficient time to do a good job and about the attitude which "is hurting our pride, especially blue collar workers who are afraid to 'make waves.'"

## MMI to continue as broadcast owner

A report on the sale of Mickelson Media Inc. newspapers to Ogden Newspapers in EDITOR & PUBLISHER for April 12, page 15, may have caused some confusion.

E&P was informed this week that the sale does not include MMI's cable tv and radio properties, which MMI will continue to own and operate.

As reported, the sale to Ogden group does include 3 daily papers—*New Ulm Journal*, *Fairmont Sentinel* and *Marshall Independent*. The weekly papers are the *St. James Plaindealer* and *Red Wood Falls Gazette*. Also in the sale, but not reported by E&P, is a central printing plant in Madelia, Minn. and a shopper paper in Willmar, Minn.

Leroy Keller, broker, acted as a consultant to G. Ogden Nutting and John Morton, of John Muir & Co. stock brokerage firm, represented MMI.

## Boost ink prices

Sun Chemical Corp. is raising the prices of newspaper printing inks by 6¢ a pound to 32¾¢ a pound for letterpress black ink and by 4¢ a pound to 46¢ a pound for offset inks.

## Gary Deeb, tv critic, joins Field

By Celeste Huenergard

*Chicago Tribune* radio and tv critic Gary Deeb has moved his column and syndication rights across the street to the *Chicago Sun-Times*.

Deeb announced his surprise jump last week.

"I began to get dissatisfied last summer when (the *Tribune*) wouldn't give me a secretary," he explained in an interview. "I was flooded with mail and desperately needed a secretary and they almost laughed in my face. I was spending almost three hours a day on handling letters.

Things will be different at the *Sun-Times* for Deeb who says he averages 500 reader letters a week.

In addition to a secretary, the *Field Enterprises* daily also is providing him with a legman—"something the *Tribune* would never have done," Deeb said.

And his deadline will be expanded from the *Tribune's* day and a half in advance to the evening before at the *Sun-Times*. "That's the way it should be," Deeb added. "I'm working for a newspaper not a magazine."

The only thing Deeb was reluctant to talk about was salary. "Let's just say I was making a lot of money at the *Tribune* and I'm making even more at the *Sun Times*," he said.

Deeb will remain under contract to the *Tribune* until April 30. His column will resume in the *Sun-Times* on May 21, appearing every Sunday, Tuesday, Wednesday, Thursday and Friday.

Syndication of the column, now carried in some 160 newspapers, will switch from the *Chicago Tribune-New York Daily News* Syndicate to the *Field Newspaper Syndicate*.

Ron Alridge, tv critic for the *Charlotte (N.C.) Observer* began writing for the *Tribune* on April 14. He was joined by *Tribune* feature writer Marilyn Preston who has specialized over the years in media commentary.

"With a specialized team approach, the *Tribune* is taking the tv beat one very important, very positive step forward," Alridge said in a *Tribune* report.

## Weekly sold

James and Katherine Snelson founders and publishers of the weekly *Copper News*, Bagdad, Arizona, have announced the sale of the paper as of April 1 to Danny and Marlies Connelly of Phoenix. Dean D. Sellers, newspaper broker in Mesa, Arizona, served as consultant for the sellers.

EDITOR & PUBLISHER for April 19, 1980



UNIVERSAL PRESS SYNDICATE is  
proud to announce it now handles  
international syndication of \_\_\_\_\_  
*DEAR ABBY*



Abigail Van Buren, known as *DEAR ABBY* to her 65 million daily readers, writes her column for over 1,000 newspapers in the United States, Canada, Mexico, Europe, Asia, South America and Africa.

As any editor who inadvertently leaves *DEAR ABBY* out of his newspaper can attest, the feature is incredibly popular with readers, one of the few "can't miss" items on every reader's agenda.

*Dear  
Abby*

*DEAR ABBY* is offered in either Courier or Perry format, or camera-ready reproductions. The feature is also available over the AP and UPI high-speed wires.

**Universal Press Syndicate**

4400 Johnson Drive  
Fairway, Kansas 66205

JAMES F. ANDREWS  
Chairman of the Board

JOHN P. McMEEL  
President

The saga of *DEAR ABBY* is an acknowledged phenomenon of modern-day journalism. It began in January, 1956, when Pauline Friedman Phillips, a 37-year-old newcomer to the San Francisco area, impulsively phoned the editor of the Chronicle and told him she could write a much better advice column than she'd been reading in his newspaper.

*DEAR ABBY'S* success was instant. Because of her wit, wisdom and common sense approach, she became syndicated in less than two months. Within a year, *DEAR ABBY* was being read in major newspapers all over the nation. Time magazine said *DEAR ABBY* had revolutionized the advice business, naming her the fastest-rising star in the business.

## Free papers make bid for legal ad notices in N.Y.

The New York Press Association and the New York State Publishers Association are lobbying intensively against a pair of legislative measures now on the calendar in the New York statehouse in Albany which would alter the definition of a newspaper for legal advertising purposes.

A Senate bill and a companion Assembly measure which are now on the legislative calendar but have not yet been scheduled for a floor vote would allow at least three-year old free circulation weeklies with audited circulation of over 100,000 to solicit and run legal advertising, providing the publication is at least of tabloid size. The bills were introduced by members of the Suffolk County, N.Y. (Long Island) legislative delegation.

The New York Press Association, in a memo to members, advised, "It is imperative that you contact your senator and assemblyman immediately and urge them to oppose these bills." The hope among the publishers is that the bills will die with this session of the state legislature without ever reaching the floor.

The law now defines a newspaper eligible for legal advertising as a general circulation publication which has been publishing at least once a week for at least a year, which contains news, articles of opinion, features, advertising or "other matter regarded as of current interest," which has a paid circulation, and which has been entered as second-class postal matter (except a paper which had at least a weekly circulation for 10 years prior to the beginning of 1975.)

The legislative proposals would amend the law to include the following qualification: "Such paper, unless it is of at least tabloid size continually published ordinarily not less frequently than once a week for at least three years and has an audited circulation, which audit is conducted by a not-for-profit nationally recognized circulation auditing organization, of one hundred thousand at time of insertion for publication of any fact notice of which is required by law, shall have a paid circulation and . . . have been entered at United States post-office as second-class matter."

An amendment to the proposal would exempt newspapers in New York City from the new definition of newspapers.

The bills are viewed in statehouse circles as "special interest" legislation. Just who the special interest is not clear.

The newspaper which could possibly gain the most from the introduction of the legislation is *Suffolk Life*, a "voluntary paid" weekly circulation newspaper which claims an audited distribution of

some 200,000 copies.

The publisher of that paper, David J. Willmott, told E&P that the paper had been contacted by members of the Suffolk County legislative delegation for advice on how the statute could be changed to allow free circulation weeklies to handle legal advertising. He said he offered advice to the lawmakers, but said he was not involved in the original thrust to get the legislation introduced.

According to Willmott, legal advertising in Suffolk County is now handled, to a significant extent, by small circulation paid weeklies. He said legislators had told him that county residents had contacted their representatives asking why legal ads were contained in papers to which they did not subscribe while the paper they received weekly at their doorstep—*Suffolk Life*—didn't contain similar notice of public meetings etc.

Meantime, *Our Town*, a Manhattan based free circulation weekly newspaper, has filed suit in the Appellate Division of the New York State Supreme Court which challenges the constitutionality of the state law defining newspapers eligible for legal advertising.

The action, which alleges the law is both a "restraint of trade" and "discriminatory," is believed to be the first of its kind in the state since it was filed in the appellate court and it names the state attorney general as the respondent in the suit.

Our Town publisher Ed Kayatt wants to eliminate two specific stipulations from the state law: one which mandates that official newspapers have at least 50% or greater paid circulation and the second-class postal status components of the law are "statutory requirements in violation of petitioner's (Our Town's) constitutional and legal rights for equal protection of the law."

## Help wanted index falling

The Conference Board's index of help wanted advertising in newspapers, a barometer of the nation's economic health, has been falling rapidly since October and is expected to continue its downward spiral through the next quarter of 1980.

The index, which is based on a 1967 index number of 100, has fallen from an all-time high of 167 in October to 151 in February. The figure measures the volume of help wanted advertising in 51 newspapers located in both large and small standard market statistical areas throughout the country.

To the Conference Board, the drop in the index means economic recession. Kenneth Goldstein, a Conference Board economist, says, "The recession is already here—if it didn't begin in February, it began in March."

## National edition of Toronto Globe

The *Toronto Globe and Mail* will transmit pages by satellite and publish a national edition in Calgary and Ottawa.

"This decision confirms the destiny of the *Globe* as Canada's national newspaper," said Roy Megarry, the newspaper's publisher.

The newspaper now sells about 24,000 copies of the mother newspaper and the *Report on Business* in Western Canada and about 47,000 copies in Montreal and the Ottawa area.

Megarry said the move will add 20,000 to 25,000 to circulation figures in Western Canada during the next two to three years and 10,000 to 15,000 in Eastern Canada.

"Our purpose is not to supplant local papers," he said. "We will be asking people to buy the *Globe* for its national, international and business news."

"What this does is facilitate what we've been trying to do for the past 50 years. We're simply substituting a satellite for airlines and the post office."

Transmissions, scheduled to begin this fall, will use a satellite to transmit signals from a laser scanner that will "read" a page of newsprint in Toronto and transform the written words and photographs on each page into electronic impulses.

Reading and transmission of a page will take one minute and signals will arrive in Calgary a quarter of a second after they leave Toronto.

The signals will control a laser beam that will reproduce the words and photographs on photosensitive negatives and the negatives will be used to make printing plates for the presses.

## Joan White named assistant m.e.

Joan White, who began her journalism career 19 years ago as a library clerk at the *Denver Post*, was appointed an assistant managing editor. She is the first woman to hold that position in the 84-year history of the newspaper. Miss White, 39, succeeds Jim Powers, who died Feb. 12 of cancer.

Besides library experience at the *Post*, she has done general assignment reporting, covered courts, worked as an editorial assistant, edited *Contemporary* magazine and since 1975 has directed the *Living* department.

In 1978, she was named 'Media Person of the Year' by the Colorado chapter of the National Association of Social Workers. She was cited for bringing readers wide-ranging news of human issues—problems of mentally ill, child abnormalities, battered wives and husbands, child abuse, national health insurance, welfare reform and problems of the aged.

EDITOR & PUBLISHER for April 19, 1980

## Canadian business writers win awards

Seven Canadians have been recognized as winners of the 1979 National Business Writing Awards for excellence in financial journalism.

Six of the writers are professional and the seventh, Rodney de C. Gray, former Canadian ambassador to Geneva who headed Canada's team to the Tokyo round of tariff negotiations, won the award for an article which appeared in the *Financial Post*.

Senior editor Robert Perry, also of the *Financial Post*, won the 1979 distinguished service award, a recognition of Perry's 32 years of "outstanding achievement."

Jim Romahn of the *Kitchener-Waterloo* (Ont.) *Record* was this year's winner in the business news writing category. Irving Lutsky, *Toronto Star*, was runner-up in this category.

The investigative reporting award went to John Ridsdel of the *Calgary* (Alta.) *Herald*. Doug Fetherling won the business feature writing award for a publication under 100,000 circulation, and Bill Shields, *Windsor* (Ont.) *Star* for a periodical with more than 100,000 circulation.

Peter Cook, managing editor, *Executive* magazine, was honored for a regular business or financial column.

The awards are co-sponsored by the Royal Bank of Canada and the Toronto Press Club.

The Greg Clark Outdoors Writing Award was won by W.A. Twaddle of the *Owen Sound* (Ont.) *Sun-Times*.

Firefighters and Police Awards, also sponsored by the Toronto Press Club, went to Bob Graham and Don Dutton, both of the *Toronto Star* for the best firefighting story and picture respectively.

Police Awards went to Carola Vyhnik, *Toronto Star*, best news story; Peter Moon, *Toronto Globe & Mail*, and Liane Heller, *Toronto Star*, for best feature article; Edward Regan, *Globe & Mail*, for the best feature photograph, and Cal Millar, *Toronto Star*, for the best news picture.

## Reporter to get full court hearing

A Massachusetts state Supreme Court justice has agreed to a full court review of contempt of court findings against *Boston Herald American* reporter Paul Corsetti, who had been ordered to jail for refusing to testify before a grand jury.

A hearing is being scheduled for sometime in May by Justice Ruth Abrams. Earlier, a lower court judge ordered Corsetti, 30, to jail after the reporter twice refused to obey a court order to tell a grand jury what he knows about a 1978 murder of an alleged male prostitute.

EDITOR & PUBLISHER for April 19, 1980

# Salem Delivers

Remember the baby boom of the 1940s?  
Well, those babies have grown up, and now they're raising children of their own. The post-war baby boom has created a second-generation baby boom, and the effects are being felt in Salem.  
Salem Hospital has reported a record number of births in 1979. An estimated 3,000 babies were delivered at the hospital during the year. That's 22 percent more than the number the hospital greeted in 1978.

This is one of the developments, that is fueling the population growth in Salem. Salem businesses are expanding to meet the needs of our people and to make Salem an enjoyable place to live.  
In Salem business makes it happen.

## We're BOOMING!

Salem Business - 1980s

This message is brought to you as a public service by the Statesman Journal newspaper and the Salem Area Chamber of Commerce.

## Local media sponsor C of C ad campaign

A broad-based advertising campaign sponsored by local media and the Salem Area Chamber of Commerce has bolstered civic pride and soft-pedaled recessionary rhetoric here.

"We've seen and heard about all this talk of recession," said chamber president Richard Seideman, "but, frankly, we're not experiencing that kind of problem here. Business is good in Salem, and we want everyone to know that."

To spread the message of optimism, the chamber assigned the chore of organizing a public service campaign to Dez Young, partner in the Salem advertising firm, The Creative Company. Young enlisted the help of other advertising professionals in Salem's newspaper and radio stations to organize the project.

"We're Blooming" was the theme picked by this task force to keynote the campaign. The theme was expanded in newspaper, radio, outdoor and transit advertising to explain the various ways that Salem business people are affected by and contributing to the growing Salem market.

The campaign was launched in late November, continued through the Christmas selling period and concluded in mid-January, 1980. Five month-long billboards, three *Statesman Journal* newspaper ads each week, posters in city buses for two months and 20 spots per week on five Salem radio stations carried the message.

"Many people don't know that Salem has been ranked among the top 25 growth markets in the country," Seideman said as the program kicked off in November. "Retail sales here are expected to increase 48% between 1977 and 1982. Population experts predict that Salem's population will double in the next 25 years."

In addition to the growth in population

and retail business, the eight-week long advertising campaign dealt with construction, new industry, entertainment, recreation and professional services. Much of the air time and print space was donated to the chamber for the promotion. Seideman said the total value of the advertising was about \$15,000, but the chamber only had to pay \$800 of the actual costs involved.

## Mexico may enact stricter libel law

Baja California Governor Roberto de la Madrid, accused in the Mexican press of persecuting former Tijuana editor Jesus Blancornelas, has called for stronger libel and slander laws in his country.

Speaking at a journalists' convention in Mexicali, de la Madrid said the law should make it possible to sue reporters and government officials who circulate information "only to cause harm to others."

Later, the governor's secretary, Jesus Serrano, said the Federal government is considering revising the laws governing Mexican journalism. He said present regulations have fallen into disuse and have become cumbersome.

Blancornelas, who fled to the United States to avoid arrest by de la Madrid, has charged the governor with precipitating a strike by a government-controlled union that led to his ouster last November as editor and chairman of the board of ABC, a Tijuana newspaper often critical of de la Madrid.

Blancornelas recently visited Washington, where he sought support from several congressmen and senators. His trip was under the auspices of the Council on Hemispheric Affairs, whose purpose is to focus U.S. attention on human rights violations and social and economic problems in Latin America.

The Council is reportedly seeking a joint House-Senate resolution condemning de la Madrid for his alleged vendetta against Blancornelas.

Blancornelas fled Mexico to avoid arrest on a charge of defrauding the newspaper of \$70,000, a charge he denies and calls politically motivated.

De la Madrid, in his speech, denied Blancornelas' assertion that the press is not free in Baja California, declaring, "This government has been respectful of liberty of expression."

The governor said he "recognizes the value of criticism" but warned of news that "deforms instead of informs."

De la Madrid said citizens have the right "not to be misinformed . . . Public officials and journalists have a joint responsibility to present to the people correct information."

The Mexicali conference was held by the United Revolutionary Journalists, an organization sponsored by Mexico's ruling Institutional Revolutionary Party.

# Ad campaign designed to recruit students

"It's remarkable what a Wayne State student can learn from a dummy." (In the biomechanics engineering lab, that is.)

Detroit's huge, 113-year-old urban university is using this and other catchy advertising messages in an expanded 1980 student recruitment campaign. It aims to reach several hundred thousand magazine readers in cities and towns throughout Michigan, as well as the 4,000,000 or so newspaper readers and radio listeners in the immediate metropolitan area of Wayne, Oakland and Macomb counties.

The promotions point out a new trend in student recruitment and project a significant advertising market for the decade of the 80s.

Going hand in hand with local newspaper and radio campaigns this year is a new Wayne State program using the regional editions of national magazines to tell the university's story. The promotion is being handled by Barkley and Evergreen, a Southfield, Michigan, advertising agency. It began in January and will run 10 months, rotating three full-page color ads in *Business Week*, *Dun's Review*, *Money*, *Nation's Business*, *Time*, *Newsweek*, *Sports Illustrated*, *U.S. News and World Report*, *Harper's*, *Atlantic*, *Esquire*, *Psychology Today* and the *Saturday Review*.

"These ads are primarily positioning statements," said Paul Pentecost, Director of Information Services for Wayne State, "and are designed to attract mature audiences—upwardly mobile people with higher incomes. We want to present Wayne State as an outstanding university and a fine community resource, as well as promote it actively to gain potential students."

Another goal is to interest members of the local business community who may well become financial supporters, Pentecost said.

He explained that the budget for the regional magazine ads—some \$100,000—was donated by alumni and other friends of Wayne State, and has no connection with the funding for the newspaper and radio campaigns.

"It will take at least a year to assess the impact of the magazine campaign," Pentecost said, adding that a professional image survey will be conducted at the end of 1980, to be compared with one taken in 1979.

"As the number of students goes

**IT'S REMARKABLE  
WHAT WAYNE STATE  
STUDENT CAN LEARN  
FROM A DUMMY.**



In the biomechanics lab at the Wayne State University College of Engineering students put a lot of stress on dummies. And they're not alone. The major automotive companies, insurance companies and the federal government have all contributed to collagen research on Wayne State.

The reason why it's helping solve lives, reduce injuries. And generally make our increasingly mobile society a little bit safer.

Wayne State. It's excellence. In the fields of the College of Engineering, The schools of Business Administration and Social Work, Pharmacy and Allied Health, Liberal Arts and Education. And more.

It's the continual search for answers. For ideas. The kind of ideas that make life a little better. That's a university. That's Wayne State. And that's worth remembering.

**WAYNE STATE UNIVERSITY**

Division of Admissions, Wayne State University

down, the price of education goes up," he said. "It costs just as much to run half-empty classrooms as full ones."

Quite simply, there are fewer kids out there. Attracting them toward college enrollment has become both a challenge and an economic necessity. Student recruitment efforts are being conducted in an increasingly competitive marketplace since educational benefits for Vietnam veterans have run out and the baby-boom segment of the population has grown beyond traditional college age.

In the case of Wayne State, enrollment peaked with 38,000 students in 1973-1974.

When student numbers began to decline each quarter during the next two years, Pentecost said, the problem was approached by an Enrollment and Admissions Task Force formed among members of the faculty and administrative staff. By the spring of 1977, the findings of this internal group resulted in a decision to seek the services of an advertising agency in planning a local newspaper and radio campaign to begin the following fall.

"We wanted the agency to make recommendations about where to spend the advertising money," Pentecost said. "We felt we needed agency expertise about radio rating schedules and newspaper circulation figures."

Barkley and Evergreen was among three firms invited to make presentations.

"We couldn't use a bid procedure in

awarding the ad contract, because we didn't have a budget," said Vernon Foss, Wayne State information officer, "but we liked the Barkley and Evergreen presentation best among three excellent displays."

Funding for the campaign began on a quarter-to-quarter basis and continued that way until the 1979-1980 fiscal year when an advertising budget of \$197,000 was allocated from the university's general fund, Foss said.

"Wayne State asked us what we could do," said Bob Popa, Barkley and Evergreen account executive and former *Detroit News* reporter. "We came up with two recommendations: first, begin an immediate newspaper and radio campaign, and second, stress Wayne State's growth and development during the last two decades."

The university, which occupies some 185 acres in the heart of Detroit's cultural center, has many selling points, Popa added. The ad campaign was designed to appeal to residents of the Detroit metropolitan area where some 96 percent of WSU's students traditionally have resided, he said.

Full-page ads appeared in the *Detroit News* and *Detroit Free Press* just prior to registration time. The community-centered programs of the College of Lifelong Learning were advertised in special Sunday supplements. The radio phase of the campaign was conducted through Detroit-area stations known to have appeal for specific age groups.

"We didn't think of it as a commercial venture," Popa said, "but rather as a public service. The university did not 'give' the agency \$197,000. Wayne State was spending the money to buy space and time in order to compete in a tougher and tougher market." And a gain of only 60 additional students would immediately recoup the monies invested, he added, since each student represents about \$3,500 in revenue—\$1,000 in tuition fees and \$2,500 in state funds.

Popa explained that "stop-out" and "drop-out" students who hadn't attended Wayne State in a number of years were specific targets of the advertising messages. "Many of these students need basic information about dates and times and addresses and telephone numbers," he said.

"Enrollment went up last fall," Paul Pentecost said, "and we like to think it was because of the campaign."

To quote one of the Barkley and Evergreen slogans used in the advertising messages, "The typical Wayne State student is not typical."

Some 40% of those enrolled are part-time students and 75% of them hold down either part-time or full-time jobs. The mean age of Wayne State students is 26.7 years. Ninety-eight percent of them live off campus and commute to and from school each day. It is not uncommon

(Continued on page 123)

EDITOR & PUBLISHER for April 19, 1980

(Continued from page 122)

mon for two or three generations of Detroit-area residents to be attending WSU at the same time, and "family" graduations make the news columns each year.

Wayne State offers degree programs in its colleges of education, liberal arts, pharmacy and allied health professions, mortuary science, engineering and nursing; its schools of medicine, law, social work and business administration, and its Montiel College and College of Lifelong Learning.

According to Vernon Foss, providing this factual information about the university was not the only goal of the successful advertising campaign.

"We want to extend the message, also, that a university education can give a broader, greater appreciation of life," Foss said, "and that there can be more to it than just working in a factory day after day." At the same time, he added there is no implication that Wayne State's academic standards have been reduced to attract more students.

It still takes at least a 2.7 grade average to be admitted to WSU's undergraduate programs, he said. As one of the advertising messages states: "Our . . . schools are tough to get into. And tough to stay in."

But testing and counseling services provide special assistance not only for the traditional (18- to 22-year-old) students, but for the older students who are returning to college. The university maintains hours of 8:30 a.m. to 10 p.m. during registration periods to give working students every opportunity to enroll, Foss said.

\* \* \*

Wayne State is not the only Michigan institution of higher learning to employ media advertising to promote its programs. Others include Eastern and Western Michigan universities, Grand Valley State Colleges, the University of Detroit, Mercy College, Delta College and several Detroit-area community colleges.

One of the earliest state universities to employ an advertising agency in student recruitment efforts was the University of Akron. Since the early 1960s, when birth rates began to drop off, UA has made undergraduate advertising an integral part of its total marketing plan.

In December, George W. Ball, UA's Executive Director, University Relations and Communications, told members of the Council for the Advancement and Support of Education, District 5 (CASE 5), "We believe it worked and continues to do so, even with difficult marketing factors changing the total picture."

Speaking at the CASE 5 1979 conference, held in Minneapolis, Ball said, "The future of advertising at UA is certainly solid. That is not to say it will be the same. It will be modified in response to changing market conditions. We be-

EDITOR & PUBLISHER for April 19, 1980

lieve our ability to keep it viable will keep it effective."

According to Vernon Foss, Wayne State will follow a similar philosophy in its local advertising program for the spring quarter. "We will be cutting back and using only one print ad and three days of radio spots just before final registration March 25 through 27. After all, in the spring we will be getting mostly students who already are attending this year.

"We'll save our big advertising push for next fall, concentrating on late July and August. In September, Wayne State will be changing over to the semester plan, and classes will begin earlier—the day after Labor Day."

The summer advertising program, he added, will include information about how the changeover will affect students who previously accumulated credits during the past 10 years.

Once again, the local media will carry the message.

"It's the wave of the future," Foss said. "There's a big market out there."

## Bimonthly to cover television

Markle Foundation has disclosed plans to publish a bimonthly magazine devoted to television communications.

Tentatively titled *Channels*, the magazine will be edited by Les Brown, who covers broadcast media for *New York Times*. Brown will also be president of Media Commentary Council Inc., a non-profit corporation that will publish the magazine. The Markle Foundation has agreed to fund the publication.

"It will serve as a forum for ideas, Lloyd N. Morrisett, president of the foundation, said of the magazine, "and will strive to set the highest standard in television criticism, commentary and analysis. We intend it to approach the subject at this critical point in its development knowledgeably and responsibly, without bias."

## Dart to receive writing honor

John Dart, a religion writer for the *Los Angeles Times*, has been named the recipient of the James O. Supple Memorial Award, the top individual writing honor conferred by the Religion Newswriters Association.

The award, for the best religion news-writing during 1979, will be presented to Dart at the association's annual meeting April 19 in Indianapolis.

The Religion Newswriters Association is comprised of religion specialists on secular newspapers, magazines and wire services.

## N.J. publisher guilty of libel

Clifton (N.J.) weekly newspaper publisher Alexander Bidnik, Jr., was found guilty of libel by a Bergen County Superior Court jury and ordered to pay \$50,000 in damages to a former high school athletic director.

Bidnik, who publishes the *Independent Prospector*, was ordered to pay former Clifton High School athletic director William Elias \$24,000 in general damages; \$20,000 in special damages and \$6,000 in punitive damages for a series of articles that appeared in the newspaper in 1978.

A six-member jury reached a unanimous verdict after four hours of deliberations.

Elias is one of 11 persons who have filed lawsuits against Bidnik over articles that appeared in the weekly paper. Elias is former football coach at both Purdue and the U.S. Naval Academy.

During the trial, Bidnik admitted calling Elias a "chicken" and a "gutless wonder" in stories he wrote.

Bidnik testified that he used these words to describe Elias after the athletic director refused to answer budget questions.

Elias contended that Bidnik threatened him and although Bidnik denied this, he did admit under cross-examination that he had warned Elias he would send copies of his stories to other athletic directors.

The controversial story appeared under the headline: "Big Man Elias Too Chicken to Give Interview Answers."

Elias' attorney contended that Bidnik had misused the power of the press. "Not only newspapers have rights," he said. "Each of us has rights."

Bidnik's attorney said, "Because you don't like the word 'gutless' doesn't make it libelous."

Bidnik settled another libel suit for an undisclosed amount of money last month.

Meanwhile, an 8-count indictment against Bidnik on charges of extortion is in jeopardy because of a disclosure that one of the members of the grand jury that indicted him is a cousin of the chief investigator in the case.

A trial was scheduled for April 14, but was put off indefinitely when the disclosure was made. Bidnik's attorney has made a motion to dismiss the indictment and a hearing has been set for April 16.

## Price hike

The Providence Journal Co. has boosted home-delivered price of the morning *Providence Journal* and *The Evening Bulletin* from \$1.20 to \$1.30 a week, citing rising costs. Price-per-copy at newsstands and other outlets continues at 25¢.

# Classified Advertising

BENEFIT FROM OUR VAST  
NEWSPAPER AUDIENCE

## FEATURES AVAILABLE

### AMERICANA

HERITAGE ROAD—Vivid Americana column, linked with your dateline. Weekly. Pro. Camera-ready. Samples. Heritage Road, Higganum CT 06441.

### AUTOMOTIVE

YOUR AUTO AND YOU: Weekly column of answers to your readers' car problems, plus weekly test report on new cars, vans. Write for samples, rates. Automotive Features, 814 E. Manor Circle, Milwaukee, Wisc. 53217.

### COMIC STRIPS

NEW COMIC STRIPS, Puzzles, Panel Comics. Free: Over 800 Features Catalog and Samples. Write R-Gabs, 1324 N. 3rd St. Joseph MO 64501.

### EDUCATION

TEACHER FEATURE—Utilize the "Newspaper as the Textbook." Daily lessons available for grades K-8. Developed by certified teacher/journalist. Syndicate rates. 603 Union Rd, Spring Valley NY 10977.

### GARDENING

AWARD-WINNING garden columnist, illustrated weekly. 600 words. Details, Masson, Box 66, Needham MA 02192.

### GENERAL

FOR THE ONE publisher in 10 really serious about promotion—The Bottom Line tells your local merchant why he should use more newspaper advertising. Weekly questions and answers by publisher-professor use fact, logic and humor. S. Gale Denley, The Journal, Box 278, Bruce MS 38915.

SCIENCE & WESTERN HISTORY—Short features to fit your needs. Free samples: Information Systems, PO Box 359, Ft Collins CO 80522.

FOR A LOOK AT NEW COLUMNISTS: Feature Associates, 3334 Kerner Blvd, San Rafael CA 94901.

HUMOR, info, puzzles, cartoons galore. List, samples, package offers. Dickson, 17700 Western 69p, Gardena CA 90248.

*Feature Your Feature In  
FEATURES AVAILABLE  
And Watch Your  
Syndicate Sales Soar!*

## JOIN OUR CONTRACT CREW!

... Those individuals, companies, syndicates that know the value of an E&P ad and run with us on a regular basis. So, be it 12, 26 or 52 times per year, we produce business and profit for these people. We offer you freedom to rotate your copy within our regular deadline times, monthly billing, and the best exposure in the field in **E&P CLASSIFIEDS**.

Reserve your space now, in the most effective classified market in the newspaper industry.

**E & P CLASSIFIEDS**  
Contract rates on request  
(212) 752-7050

### MONEY

"MORE FOR YOUR MONEY"—Weekly column of money-saving news. Proven results. Camera-ready. Samples. Mike LeFan, 1802 S 13th, Temple TX 76501.

SMALL BUSINESS COLUMN: Popular and practical feature for your local business community. Provides expert advice for the self-employed. Featured in Newsday, Philadelphia Bulletin, Houston Chronicle and other fine newspapers. Free samples. M. Stevens, 15 Breckenridge Rd, Chappaqua NY 10514.

### MOVIE REVIEWS

MINI REVIEWS (Cartoon illustrated) Great for Weekend section or entertainment pages. Issued weekly. Camera-ready. Our 6th year. Cineman Syndicate, 7 Charles Court, Middletown, NY 10940. (914) 692-4572.

### OVERSEAS

WEEKLY FEATURES from Europe for your publication's travel, lifestyle, politics, business sections. Reasonable rates. U.S. journalist, living and working in London. Box 34066, Editor & Publisher.

### POLITICS

A PERSONAL PRESS SERVICE for low-budget and competing dailies. Exclusive Democratic Convention coverage at \$10 a story. Human interest. Special features, PPS, Alan Ross, 324 E 9 St, NY NY 10003.

### REAL ESTATE

HOUSE CALLS—Citation for recent national award says "entertaining format, concise, solid writing skills and a wealth of real estate knowledge." 6th year, major dailies. Edith Lank, 240 Hemingway, Rochester NY 14620. (717) 271-6230.

### STEREO

HOME ENTERTAINMENT is the trend for the eighties. WORLD OF STEREO will put you and your readers in touch with the times. Now in its fifth year and growing faster than ever. Low rates. Box 1422, Buffalo NY 14214.

### WEEKLY

"BOOTSTRAPS" is basic. It's an interesting, competitive, habit-forming, 800 words of creative entertainment and cultural motivation for self-improvement. \$5 per week, 4 weeks free. Elm Hollow Syndicate, Box 403, Livingston Manor NY 12758.

### ANNOUNCEMENTS

#### ANNUALS WANTED

YOUR OLD COPIES of the Editor & Publisher Yearbook can be put to use by a small college. Please mail copies from the 1970s to: Dennis D'Andrea, Communications Department, New England College, Henniker NH 03242.

#### BACK ISSUES

COLUMBIA Journalism Review 1965-80; MORE 1972-end, I.F. Stone East 10 issues. Best offer. Box 233, East Dedham MA 02026.

#### NEWSPAPER APPRAISERS

APPRAISALS FOR ESTATE TAX partnership, loan depreciation and insurance purposes. Sensible fees. Brochure. Marion R. Krehbiel, Box 89, Norton, Kans. 67654, or Robert N. Bolitho, Box 7133, Shawnee Mission, Kans. 66207.

#### NEWSPAPER BROKERS

KREHBIEL-BOLITHO, INC. Over 500 sales in our 30 years. (We handle different properties—offices 350 miles apart.) MARION R. KREHBIEL, "Norton office," PO Box 88, Norton KS 67654. Office (913) 877-3407. ROBERT N. BOLITHO, "Kansas City office," PO Box 7133, Shawnee Mission, KS 66207, Office (913) 381-8280.

BILL MATTHEW COMPANY conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 733-8053 daytime; (813) 446-0871 nights; or write Box 3364, Clearwater Beach, FL 33515. No obligation, of course.

CONFIDENTIAL NEGOTIATIONS  
Daily NEWSPAPERS Weekly  
W.B. GRIMES & CO.  
National Press Building  
Washington, D.C. 20005  
(202) National 8-1133

WHITE NEWSPAPER SERVICE  
Appraisals, Mergers, Sales.  
No charge for Consultation.  
Box 783, McMinnville TN 37110  
(615) 473-2104 or 473-3715

JIMMY CROW  
CONFIDENTIAL NEGOTIATIONS  
Specializing in the best southern markets.  
12 Cutler Dr, Savannah, GA 31405, (912) 925-8666, day or night.

SYD S. GOULD ASSOCIATES  
"The broker with instant buyers"  
SALES, SERVICE, MANAGEMENT  
Rte. 1, Box 146, Theodore AL 36582  
(205) 973-1653

50 YEARS OF MEDIA EXPERIENCE  
We specialize in radio, TV, weekly, daily and community newspapers. Professional, confidential.

Business Broker Associates  
(615) 756-7635.

HEMPSTEAD & CO.  
Newspaper brokers and appraisers. Write or call for free consultation. 47 Edgewood Dr., Cherry Hill, N.J. 08003. (609) 795-6026.

MEL HODELL, Newspaper Broker.  
P.O. Box 2277, Montclair, Calif. 91763.  
(714) 626-6440

IN ADDITION to the help in buying we afford continuing service in making your efforts successful. NEWSPAPER SERVICE CO., INC., PO Dr. 12428, Panama City, FL 32401.

### ANNOUNCEMENTS

#### NEWSPAPERS FOR SALE

FLORIDA WEEKLY in fast growing suburban area. Publication has shown good growth, potential still not fully realized. Last year's gross topped \$50,000. Box 33704, Editor & Publisher.

SOUTH FLORIDA Husband-Wife weekly, 2000 circulation, free distribution. Earnings \$25,000-\$30,000 if you do the work yourselves. Asking \$40,000, \$11,600 cash down, liberal terms on balance. M Bellefont, PO Box 12652, Lake Park FL 33403. (305) 845-6020.

PACIFIC COAST WEEKLY  
In city 45,000 population with commercial work, grossing over \$1 million. Modern plant ready for expansion. Growth area. Good profit. Box 33914, Editor & Publisher.

MISSISSIPPI unopposed county seat weekly. Owner takes over \$100M annually. \$1,050,000.

OHIO county seat twin weeklies. \$810M, includes modern building.

ARKANSAS weekly. \$325M, includes plant and building.

TENNESSEE long established shopper. Netting over \$100M. \$708,000. State cash and qualifications.

JAMES WHITE  
Box 783, McMinnville TN 37110

COLORADO MOUNTAIN weekly. National award winner located in growing community near ski and summer resorts. Energy-backed economy. Profitable. \$450,000 in declines building. Reply to PO Box 18955, Denver CO 80218.

BY OWNER. Zone 5 bi-weekly in metro area. 17,000 ABC plus 30,000 non-duplicated, non-paid distribution. Gross nearly \$2 million. Excellent plant. Some commercial printing. Principals only. Box 34053, Editor & Publisher.

FOR SALE: Well established monthly newspaper with free circulation, 6000, in Richmond, California. Phone (415) 232-2494 or write PO Box 366, Point Richmond CA 94807.

ILLINOIS WEEKLY doing \$300,000 gross annually; over 3M circulation; good plant, including 3 unit press; good building. Requires \$30,000 down. Roy Holding & Associates, Box 212, Galva IL (309) 932-2270 days, 932-2642 evenings.

#### NEWSPAPERS WANTED

CONSIDERING SELLING? Concerned about the tax consequences? Would you prefer to stay on as publisher, or in another role, or retain an ownership interest, or simply retire totally? We can tailor a purchase to fit your desires. No enormous chain. We are interested in profitable hometown newspapers, weekly or daily, grossing between \$400,000 and \$3 million. Confidentiality guaranteed. Box 31314, Editor & Publisher.

IF YOU ARE without competition in your home base, do not have a central printing plant, and have at least 4500 paid circulation, our widely-respected group of community newspapers would like to discuss purchasing your publication. Flexible arrangements to meet your needs, including your remaining with the newspaper. No paper too large for us to consider. Please send information to Box 31752, Editor & Publisher. All replies kept strictly confidential.

CALIFORNIA CORPORATION wishes to purchase tax loss newspaper, radio or tv stations, or other business, West Coast, with buildings. (714) 556-7130.

42 YEAR OLD past publisher, owner of 7 successful weeklies is looking for newspaper or shopper in Zone 4 or 5. \$70M for down payment. Must provide decent salary plus make payments. Community minded, sales and management talent. Might consider management position with future buy-in. Past experience as GM, ad director, circulation manager on dailies. Presently in area so call now (218) 847-7473, FC Tibbets.

EDITOR & PUBLISHER for April 19, 1980

**ANNOUNCEMENTS****PUBLICATIONS FOR SALE**

SOUTH FLORIDA SHOPPER—weekly, unique, patented concept, 2nd year. Important East Coast growth area. Excellent for two person team or husband-wife. Call (305) 431-6007.

PRESTIGIOUS SLICK MAGAZINES, 1 monthly, 1 bi-monthly in Florida. Must retire. \$200M, \$50 down balance 5 year terms or trade for income property. Box 33865, Editor & Publisher.

SHOPPERS and Central Plant in Zone 2, \$1M sales, very profitable, retirement sought. Write Box 34048, Editor & Publisher.

NEW ENGLAND publications for sale. Established shopper, 22,000 circulation. Excellent growth, gross \$3,000, sell \$168,000. Exclusive pioneer women's weekly news magazine, 9500 ad readers, excellent advertiser acceptance. Could go national or franchise. Gross \$120,000, sell \$120,000. A. Lewis Assoc, Hardwick MA 01037.

**TRAVEL**

JOURNALISM AND THE ARTS—Central Asia, USSR-USA Forum 1980. September 14-28. Meetings with prominent Soviet professionals from the borders of Afghanistan and Iran to Moscow. Seminars, cocktail banquet receptions, theater visits and extensive sightseeing in Moscow, Kiev, Ashkhabad, Samarkand and Dushanbe. Excursions to Kopet Dagh Mountains and Varzob Gorge. Ukrainian National Feast. Turkmenian Shashlyk Picnic Party. \$1575 all inclusive. For brochure, contact Visual Arts International, 9 Cleveland Rd, New Haven CT 06515. (203) 389-9782.

**INDUSTRY SERVICES****CIRCULATION SERVICES****NEED A BOOST?**

We're the answer to a wider circulation. Professional telephone and boy crew operation.

National Newspaper Promotions Inc  
(212) 823-8568

TMC CONSULTING—Target market and TMC household data base development, computer program evaluation, postal carrier pre-sort qualification, non-subscriber routing, zip code and distribution analysis. James E. Cannon, 50 Elm St, Windsor Locks CT 06096. (203) 623-3209.

**ENGINEERING & INSTALLATIONS**

PRESS INSTALLATIONS, rigging, engineering modifications, rebuilding and removal. Single width to 4 plate wide. Bramble Professional Press Engineering, Rt. 2, Box 2285, McAllen, Texas 78501. (512) 682-7011.

**PRESS TIME AVAILABLE**

WEB PRESS TIME available. Mid-Maine printing company. Newsprint—33" or 29" web width. Contact R.W. Bannister, Brunswick Publishing Company. (207) 729-3311.

**PROMOTION CONSULTANTS**

\$50 PER 1,000 CIRCULATION—That's all it costs for a complete promotion campaign created by newspaper professionals at In House. For that we'll provide all the creative—and it is creative!—for in-paper, radio, billboards and television. Also marketing and media planning. In House works on an "as needed" basis—there's no need to hire an expensive, full-time agency. These proven newspaper campaigns will build circulation, advertising and classified lineage and carrier recruitment. Also available at a less cost—contests, special sales events, community involvement. Call In House and see how little it costs to compete effectively.

IN HOUSE (212) 944-9814  
2 W 45 St, 7th Fl, New York, N.Y. 10036

Circulate Your Jobs, Services, Talents to the Largest Newspaper Audience in the World with **E&P Classifieds**

**EQUIPMENT & SUPPLIES****BUSINESS SYSTEMS**

IBM SYSTEM 32 with software for classified, circulation, accounts receivable, ad set-up and labels. Will sell at fraction of original cost. Call (916) 547-3874 between 6-9 pm.

**CAMERA & DARKROOM**

KAMERAK SQUEEZE LENSES  
Variable lenses 0 to 8%. Fixed lenses up to 12%. Compare our quality and service.  
KAMERAK (213) 437-2779  
Box 2798 Long Beach, CA 90801

Squeeze Lenses, new and trade-ins. . .  
Manufacturer/Specialists since 1968  
New, super designs surpass all  
CK Optical (213) 372-0372  
Box 1067, Redondo Beach CA 90278

ENCOMATIC plate processor, good condition and several other items. Call (203) 646-0500, ask for Whitney Sutherland.

**MAILROOM**

NEWSPAPER SIZE Cheshire and Magnacraft Labeling Machines with single wide or computer print out multiwide label heads. Plastic strapping machines. Ed or Scott Helsley, in Texas call (214) 357-0196, others call (800) 527-1668.

SHERIDAN 48 P inserter.  
SHERIDAN 24 P inserter.  
1 Muller 227 inserter with 4 stations.  
1 Muller 227 inserter with 3 stations.  
1 KANSA inserter, 3 stations.  
1 KANSA inserter, 2 stations.  
STA-HI 257 counter stacker, 4 years old.  
CUTLER HAMMER Mark IV counter stacker  
CHESHIRE labeling machine.  
All machines in excellent condition. Our firm will install in your mailroom and train your personnel.

Call or write:  
GRAPHIC MANAGEMENT ASSOC., INC  
Newspaper Mailroom Systems Division  
11 Main St, Southboro MA 01772  
(617) 481-8562

STEPPER PAPER-MAN Inserting Machine with 2 insert feeders and quarter folder. Like new—6 months old. \$10,000. Box 34010, Editor & Publisher.

**MISCELLANEOUS**

COMPLETE COMPOSING room equipment. Including: Compewriter Jr typesetter, 7200 Headliner, Developer, AM Wax-coater w/air and Artwaxer waxer. Equipment in top condition. Headliner recently reconditioned. Also includes layout boards and tables. \$4900 takes all. Phone (606) 789-1705 or 789-1290.

TWO MITA Copystar Electronic A-2 Auto 17 inches, good for parts only; Six Turtles for hot type chases; One Hendrix 5700 series controller, needs some work; Two Hendrix 5700 series terminals, one good, one needs transformer; One hot metal plate finisher; One Royfax proof machine, fair shape; Two Fairchild punches, parts only; Two 4961 Compugraphic paper tape punches, parts only; One 4961 Compugraphic paper tape punch, good condition. Contact: Earl Bowers, The Alexandria Gazette, 717 N St, Asaph St, Alexandria VA 22314. (703) 549-0004.

**NEWSPRINT**

NEWSPRINT ROLLS—Basis 30 lb steady supply, prompt shipment from inventory, delivered price on request, Brookman Paper Corp., 300 E 54 St, New York NY 10022. (212) 688-3020.

**30 LB NEWSPRINT ROLLS, ALL SIZES**

Publishers are invited to visit with Behrens Pulp & Paper Corp at the Sheraton Waikiki Hotel, Honolulu. Stanley Behrens, president, will be at your service at the convention.

BEHRENS PULP &  
PAPER CORP  
3305 W Warner Av,  
Santa Ana CA  
(714) 556-7130

**EQUIPMENT & SUPPLIES****MAILROOM**

NEWSPRINT, prompt shipment  
Direct from mill  
Your specifications  
Box 33675, Editor & Publisher

NEWSPRINT ROLLS We Buy/Sell. Kramer & Cramer Inc, 550 Frontage Rd, Northfield IL 60093. (312) 446-7017.

**PHOTOTYPESETTING**

CASH FOR MARK I, IV, V  
FACESETTERS  
(614) 846-7025

**COMPUGRAPHICS**

7200—\$2800. Compuprinters—\$4000. 2961—\$2300. Keyboards—\$1200. Just-writers, FHN Business Products, Church Rd., Mt. Laurel, N.J. (609) 235-7614.

TWO HARRIS 1100 editing terminals. Four years old, need some repair. Excellent for parts or back up. Now available. Make offer. A.V. Press, PO Box 980, Palmdale CA 93550. (805) 273-2700 ext 18.

COMPUGRAPHIC 7700—like new—used one year by a weekly. Includes 7 font strips. Call Richard Womack, Moberly MO. (816) 263-1230.

FAIRCHILD Electroset TTS, FAIRCHILD TTS Keyboard, AM Electroset TTS, FUJI Stabilization Processor, COMPUGRAPHIC 2961 HS, 2961 HS with changeable wind plus, spare reader and spare parts kit for 2961s, COMPUGRAPHIC COMP IV High range with 3 four-face strips and 3 wind cards, spare parts kit for COMP IV, SCHAEFFER heavy-duty 12" waxer, adjustable copy cutter, 2 MONROE posting machines, IBM Executive electric typewriter. Not a dealer. We are a local daily cleaning house. For more information call (203) 379-3333. Ask for Joe Bradley.

**PHOTOTYPESETTERS—USED**

2961 High Speed 2,950  
CompuTape I 3,950  
CompuTape II 4,950  
ACM 9000 w/DEK 6,950  
Unisetter 11,500  
Videotyper 16,900  
Mini-Disk Reader 1,600

The above units are available with a written warranty. Other units available on a per quotation basis.

GRAPH-X, Inc.  
17 Bucknell Court  
Bethlehem, PA 18015  
(215) 868-1620

**EQUIPMENT & SUPPLIES****PHOTOTYPESETTING**

2 COMPUGRAPHIC 4961's (one TL) in good condition with 1 spare parts kit, one extra reader, 4 perforators, some need repair. \$4000 takes all. (317) 834-3312.

4 STAR MODEL E (electronic) perforators. One with visual character display. New in 1973. Available now due to installation of front-end system. Call Tom Gagnon or Norton Johnson; Faribault Daily News, Faribault MN 55021. (507) 334-4383.

COMPUWRITER I, spare parts and pulley kit, processor, 22 film strips. \$4500. (503) 687-0376

**PRESSES****CONTINENTAL PRINTING MACHINERY**

We sell presses as is, or reconditioned. Move your press, install and train on all makes and models web offset and letterpress. 25 years experience. CONTACT: Ken Langley

7881 Mastin, Ste 201  
Overland Park KS 66204  
(913) 432-8276

2 UNIT GOSS COMMUNITY press—oil  
TWO COMPLETE PLANTS  
2 unit Goss Community—grease, platemaker, camera & auxiliary equipment.  
2 unit Goss Community—oil platemaker, camera and auxiliary equipment.

Contact: Ken Langley  
Continental Printing Machinery, Inc  
7881 Mastin Dr  
Overland Park KS 66204  
(913) 432-8276

5 UNIT GOSS MARK I Headliner, press #2206, Goss Dilitho, 2:1 folder, 22½" cutoff, 90" plate stagger, 40" diameter rolls, 60" web, 52,000 lph. Bunch saddles, compression lock-up, 3 angle bar nest, 4 semi-automatic and 1 automatic reel, Baldwin autotomix and recirculating system, plate bender and punch. Available June 1, 1980. Can be seen in operation. Box 33612, Editor & Publisher.

HOE SINGLE DELIVERY 3:2 Folder  
Equipped with Top-Formers and Motor Drive 23½" Cut-off—Available Immediately

Also for Sale  
2 Cutler-Hammer 60 cycle, 50H.P. motors  
For further information  
Call, Write or Wire.

INLAND NEWSPAPER MACHINERY CORP  
105th & Santa Fe Drive, P.O. Box 5487  
Lenexa, Kansas USA 66215  
(913) 492-9050 Telex 42362

**CLASSIFIED ADVERTISING RATES****LINE ADS**

*Remittance should accompany copy unless credit established.*

1 week —\$3.10 per line.  
2 weeks—\$2.95 per line, per issue  
3 weeks—\$2.75 per line, per issue  
4 weeks—\$2.55 per line, per issue

Add \$3 per insertion for box service and count as an additional line in copy.

**POSITIONS WANTED**

*(Payable with order)*

1 week —\$2.25 per line  
2 weeks—\$2.10 per line, per issue  
3 weeks—\$1.95 per line, per issue  
4 weeks—\$1.70 per line, per issue

Add \$2.00 per insertion for box service and count as an additional line in your copy.

*Count approximately 39 characters and/or spaces per line  
3 lines minimum (no abbreviations)*

**DISPLAY CLASSIFIED**

The use of borders, boldface type, cuts or other decorations, changes in your classified ad to display. The rate for display-classified is \$70 per column inch camera ready, \$75 pub set.

**Contract rates available on request.****WEEKLY CLOSING TIME**

Tuesday, 4:00 PM New York Time

Box numbers, mailed each day as they are received, are valid for 1 year

**Editor & Publisher**

575 Lexington Ave., N.Y., N.Y. 10022 (212) 752-7050

## EQUIPMENT & SUPPLIES

### PRESSES

COTTRELL V-22, 4 units, JF-4 folder with double parallel.  
Cottrell V-25 folders, JF-1.  
Cottrell V-25, 4-10 units.  
Cottrell cross drive assembly.  
Cottrell Vanguard V-15, 2 units.  
Fairchild Color King 5 Units, 1968.  
Goss Community add-on units, 1969-76.  
Goss Suburban 1500 series folder.  
Goss SU folder, double parallel.  
Goss Suburban, 8 units.  
Goss Suburban add-on units.  
Goss SC folders.  
Goss folders: Urbanite, Suburban, SU, Community.  
Goss Urbanite folder, 1970.  
Goss Urbanite ¼ folders.  
Goss 4, 6, 8-position roll stand.  
Gregg flying imprinter 22¾".  
Fincor motor and control 40 and 75 HP.  
WANTED: Newspaper equipment and complete plants.

### IPEC, INC.

401 N. Leavitt Street  
Chicago, Illinois 60612  
(312) 738-1200 Telex 25-4388

22¾" CUTOFF GOSS HEADLINER, 4 Units 2 half decks, 2 to 1 folder, available now.  
21½" cutoff Hoe Colormatic, 3 units, 2 half decks, available now.  
4 Wood Autopasters  
2 new Goss wide width cut down kit.  
22¾" cutoff Hoe color convertible 4 units, available now.  
3 Wood single width reel tension pasters available now.

Now in our warehouse cleaned and painted or rebuilt.

4 unit Harris V22.  
3-1 unit Harris V22, and folders.  
4 unit Harris V15A.  
4 unit Mergenthaler.

1 Gregg imprinter.  
8 unit V15A.  
5 unit V15A.  
6 unit Community SC folder, oil bath.  
1 unit Community and folder, oil bath.  
4 unit Community and folder, oil bath.  
4 unit Suburban.  
Suburban add-on units.  
Urbanite, various.  
BRAMBLE PROFESSIONAL PRESS INC.  
Route 2, Box 2285, McAllen, TX 78501  
(512) 682-7011.

HARRIS V 25, 4 or 5 units, JF 4 ¼, ½ double parallel folder with cross perf, upper balloon former, accumulator. New approximately 1971. Will set as complete press or individual components. IPEC, INC, 401 N Leavitt St, Chicago IL 60612. (312) 738-1200, Telex 25-4388.

NEWS KING, 3 unit press with folder. Excellent condition.  
(415) 495-6010

### ADD-ON PRESS COMPONENTS

Goss Suburban "1500" units, folders.  
Goss Urbanite units, folders, balloons.  
Goss SC folder.  
Harris 845 unit.  
Harris V25 units, folders.  
Harris V15-A units, folders.  
Color King units, folders.  
News King units.  
Custom-Bilt 3 knife trimmer.  
All of above available for immediate delivery.

O.N.E. Atlanta, Ga.  
(404) 321-3992 Telex 700563

HARRIS V25 press, 5 units, JF 4 and JF 1 folders. 1971. Available immediately.  
O.N.E., Atlanta, Georgia. (404) 321-3992, telex 700563.

NOTICE is given that on Friday, May 2, 1980 at the hour of 10 am (EST) on the storage premises of Inter-Web Systems, 2458 Silver Star Rd, Orlando, FL, Westinghouse Credit Corp, 600 Courtney St., Suite 460, Orlando, FL, (305) 647-5670, will offer the following equipment at public sale to wit:

1 USED HARRIS Cottrell V-15A 3 unit web offset press S/N 15-A-1032-15, unit #1263-21, 3664-3, 3664-4 with various accessories including Cottrell V-15A JF 15-1032-15, model I-1; one ¼ x ½ folder plate bender; one 3 position roll stand; extra rollers; a chain hoist, 15 HP main drive motor and controls.

The sale will be at public outcry to the highest bidder and will be for cash at the time of the sale. The sale is being held to raise the balance owing at the time of the sale. SELLER RESERVES THE RIGHT TO BID.

WESTINGHOUSE CREDIT CORPORATION

## EQUIPMENT & SUPPLIES

### PRESSES

2 1972 DAILY KING add on units with roll stands.  
1 Reconditioned Color King folder with 30 HP GE drive.  
Call or Write:  
CONTINENTAL PRINTING MACHINERY  
7881 Martin St, Ste 201  
Overland Park KS 66204  
(913) 432-8276

4 UNIT URBANITE, complete, 2 years old, Suburban ½, ¼ folder available immediately. Modifex distortion camera, 20x24. Call (617) 475-3210.

9-UNIT GOSS MARK I HEADLINER PRESS  
Press No. 2266 and 2267

9 Units  
2 Color humps  
2 Double 2:1 folders  
1 Superimposed color unit (equivalent of 2 half decks)  
2 Half decks  
22¾" cutoff  
90" Plate stagger  
Tension plate lockup  
Under-folder leads  
Double upper formers  
4 Angle bar nests—1-2 bar, 2-3 bar, 1-4 bar  
Manual and power compensators  
Goss reels, tensions and pasters  
New G.E. for controls (early 1978)  
Unit drive motors rebuilt  
G.E. for 52,500 IPH  
Now using 60" web width  
Reels accommodate 40" diameter

Through the use of existing color couples and reverses, excellent color flexibility is available. This high speed press provides excellent net production and is capable of exceptional reproduction. This press is in excellent condition. Available first quarter of 1981.

6-unit Wood Web Offset Press consisting of: 5 Wood units (1 stacked), capable of printing color as well as black and white. 1 Harris Cottrell 1650 (16 page) printing unit manufactured 1975, 2 color humps (1 on stacked unit) 1 Wood double 2:1 folder with double upper formers, 5 Wood Electro Tab reels, tensions and pasters, 1 Cline reel with wood pasters, 1 GE SCR solid state press drive with 7-55 HP motors, 1 Offen hot air dryer—10 foot, 3 single chill rolls, 22¾" cutoff and manufactured 1967. Complete with all standard accessories including such items as Baldwin water level devices, air compressor, plate bender, transfer tables and reel room trackage, slitters, air bars, automatic blanket wash up device, etc.

Call, Write or Wire:  
INLAND NEWS PAPER MACHINERY CORP  
105th & Santa Fe Drive, P.O. Box 5487  
Lenexa, Kansas USA 66215  
(913) 492-9050 Telex 42362

4 UNITS GOSS Community, oil, top condition. Rotary Offset Sales, 18221 Andover Park West, Tukwila WA 98188.

### WANTED TO BUY

GOSS COMMUNITY OIL BATH with SC folder unit separate. Box 1963, Editor & Publisher.

NEED 1500 SERIES GOSS SUBURBAN 4 to 6 units.  
BOX 200, EDITOR & PUBLISHER

LATE STYLE  
COTTRELL V22/25 AND 845  
BOX 273, EDITOR & PUBLISHER

CHESHIRE and Phillipsburg any condition. Call collect Herb (201) 289-7900 A.M.S., 1290 Central Ave., Hillside, NJ 07205.

PRINTERS DRAWERS and wood type, any condition. Contact: Ken Langley, Continental Printing Machinery, Inc. 7881 Mastin Dr, Overland Park KS 66204. (913) 432-8276.

WILL PAY TOP CASH PRICES for paper cutters, Phillipsburg and Pitney-Bowes inserting machines; Cheshire automatic labelers, die cutters, sheeters, Bunn stringers, envelope converting equipment, vacuum forming, shrink pack, skin packaging and blister forming also printing press, etc., plus Vilkotype and gold stamping equipment. We will assume all pick up and transportation charges and pay in cash or certified check in advance. Phone toll free (800) 521-5586 or in Michigan (313) 865-7777.

M. SELLARS & ASSOCIATES  
PO Box 1352  
Dearborn MI 48121

# Help Wanted . . .

### ACADEMIC

CALIFORNIA POLYTECHNIC seeks assistant or associate professor with specialty in public relations able to teach basic journalism offerings. Appointment begins September 1980. Earned doctorate and substantial professional experience. Degree requirements may be waived for candidates with unusual and substantial qualifications. \$17,940-\$22,620/academic year, paid in 12 monthly installments. The CSUC Board of Trustees has recommended a general 11% cost of living increase effective July 1, 1980. Apply not later than May 23, 1980 to Dr. Rance Murray, Acting Head, Journalism Department, California Polytechnic State University, San Luis Obispo CA 93407. Affirmative Action/Equal Opportunity/Title IX employer.

INSTRUCTOR or Assistant Professor to teach journalism courses and serve as supervisor of the university laboratory newspaper. Position anticipated to open June 10 when the newspaper transition is made from the office of public relations to become integrated with the journalism courses in department of Mass Communication. Doctorate is preferred; masters degree in mandatory. Salary will be competitive. Send complete resume with four references to: Dr. David Eshelman, Head, Department of Mass Communication, Central Missouri State University, Warrensburg MO 64093.

BOWLING GREEN STATE UNIVERSITY is seeking a faculty member, preferably with magazine experience, who might also teach public relations, photojournalism or news-editorial courses; PhD/ABD preferred. Will consider person with Masters and exceptional experience. Application deadline: May 15. Contact: Dr. Ray Laakaniemi, Assistant Director, School of Journalism, Bowling Green State University, Bowling Green OH 43403.

SUFFOLK UNIVERSITY seeks an associate professor of journalism for September 1980. Good news media experience; some stress in film, broadcasting or public relations. PhD in journalism or mass communications required. Contact Malcolm J. Barach, Chairperson, Journalism Department, Suffolk University, Beacon Hill, Boston MA 02114. An equal opportunity employer.

JOURNALISM/MASS COMMUNICATION—News-Editorial faculty position opens beginning Fall 1980 for qualified persons with newspaper or magazine experience. PhD in mass communication or related field preferred; MA with substantial media and teaching experience also encouraged to apply. Principal duties: Teach undergraduate and graduate students in journalistic techniques and media institutions; advise undergraduate and graduate students; supervise student research; develop an independent program of research; relate to the profession. Salary and rank appropriate to qualifications; visiting professor or academically qualified professional journalist may be considered for this position. APPLY BEFORE MAY 11, 1980, to: Professor James A. Fosdick, 5134 Vilas Hall, University of Wisconsin, Madison WI 53706.

STUDENT PUBLICATION ADVISOR—Northeast Missouri State University seeks applications and nominations for a person to advise the weekly student newspaper and the student yearbook, both of which have won national awards. Twelve-month, non-faculty position. MA with journalism experience preferred. Send resume by April 30 to: Terry B Smith, Dean of Students, NMU, Kirksville, MO 63501. Equal opportunity, affirmative action employer.

THE SCHOOL OF COMMUNICATION, University of Houston, seeks applicants for a proposed journalist-in-residence position. Nine month appointment beginning August 25, 1980 with possible teaching news-editorial sequence and work with the student newspaper. Salary is competitive. We seek a veteran newspaperman with methodically gained experience to work with professionally oriented journalism faculty. The University of Houston is an equal opportunity, affirmative action employer. Send resume to Dr. Campbell Titchener, Executive Officer, Journalism, School of Communication, University of Houston, Houston TX 77004.

### ACADEMIC

### INSTRUCTOR

#### COMMUNITY COLLEGE

Full-time journalism position at West Valley College, Saratoga, California. ABSOLUTE APPLICATION DEADLINE: May 12, 1980. Must submit District Application form; obtain from Personnel Services, West Valley Community Colleges, 44 E. Latimer Av, Campbell CA 95008. Telephone: (408) 379-5890. Affirmative action, equal opportunity employer M/F.

TENURE-TRACK, assistant professor position in journalism. Practical experience in journalism necessary. Advanced degree in journalism preferred. Application deadline April 30, 1980. Send applications to Robert C Johnson, Chair, Department of English, Miami University, Oxford OH 45306. Miami University is an equal opportunity, affirmative action employer.

GRADUATE TEACHING ASSISTANT—Half-time positions in photo and news-editorial for MS degree candidates. \$4200-\$4500 for 9 months plus tuition benefits. Experience necessary. Desire and ability to teach important. Begin Fall semester. Write: Head, Department of Journalism, Kansas State University, Manhattan KS 66506. Kansas State University is an affirmative action/equal opportunity employer.

TWO FACULTY OPENINGS 1980-81 year, starting September 11. Instructor or assistant professor (tenure track); teach community journalism, feature writing, reporting, history of and introduction to mass communications. Must have Master's (PhD preferred), five years newspaper work. Minimum \$12,048 or \$15,280. Instructor (fixed term, one year that could extend into two); teach photojournalism, magazine article writing, public relations, and introduction to mass communications. Must have Master's and professional experience in above areas. Minimum \$12,048. Send resume, three letters of reference, transcripts by May 16, 1980, to Robert O. Shipman, Director, Mass Communication Institute, Mankato State University, Mankato, MN 56001. An Affirmative Action Employer.

INDIANA UNIVERSITY School of Journalism seeks a faculty member as soon as possible to fill a tenure track position for 1980-81. Rank and salary negotiable. Summer teaching could add 18-20% of base salary. Person with radio-TV news background is an especially high priority, but those with other types of media experience, such as magazine, newspaper or advertising copywriting, will be considered. In addition to a media skills concentration, faculty member is expected to teach in another specialty, such as law, media management/economics, or history. PhD preferred. Research publication and/or creative activity expected by diverse, dynamic and compatible faculty. Program offers a BA and MA in journalism and a PhD in mass communications. Indiana University is an equal employment opportunity employer. Please forward a letter of application, a full resume and arrange for four letters of reference to be sent to Professor Edmund B. Lambeth, Chair, Search Committee, School of Journalism, Indiana University, Bloomington, IN 47405. Deadline for receipt of application, resume and references is May 15.

JOURNALISM AND MASS COMMUNICATION: Two, perhaps three, positions, starting September, 1980. 1. Assistant professor, tenure track, Ph.D. or ABD preferred, \$17,000. 2. Assistant instructor, minimum of \$13,500. 3. Possible assistant professor, temporary, nine-month appointment, minimum of \$17,000. All have possibility of summer employment at ¾ additional salary. Interest in one or more of these areas: news-editorial, public relations, magazine and feature writing, advertising, photojournalism, high school journalism, developmental communication. Application deadline: May 15. Please send vita, present salary and at least three letters of reference to: Professor Tom Emmerson, Chairman, Faculty Recruitment Committee, Department of Journalism and Mass Communication, Iowa State University, Ames, IA 50010. Affirmative Action, Equal Opportunity Employer.



**HELP WANTED****ADMINISTRATIVE**

A POSITION as Assistant Comptroller-Office Manager for morning and afternoon dailies with 21,000 circulation. Prefer business administration degree with experience in credit, personnel, purchasing and data processing. Accounting background a must. Excellent opportunity for advancement. Salary negotiable and related to job experience. Located in the West with opportunities for all outdoor activities, hunting, fishing, camping, etc. If serious about this position, write giving full details on a resume of education, experience and desired compensation to Ron M Brown, Comptroller, Cheyenne Newspapers, Inc, 110 E 17 St, Cheyenne WY 82001. (307) 634-3361.

**ASSISTANT CONTROLLER**

Major North Central metropolitan daily newspaper is now searching for an assistant controller with interest in a career opportunity, reporting to the controller. The successful applicant will have 2-5 years experience in the newspaper industry or public accounting, preferably with a Big Eight firm. Emphasis will be on cost system and credit and collections. BS in accounting required, CPA preferred.

If interested in a growth opportunity where progress is based on performance with an excellent remuneration package, send complete resume including salary history to Box 33800, Editor & Publisher.

**CONTROLLER**

\$25,000

30,000 circulation Zone 2 daily and Sunday newspaper has need for a controller. Successful applicant will have BS in accounting, MBA or CPA preferred. Newspaper experience or public accounting helpful. Send complete resume and salary history to Box 33841, Editor & Publisher.

Place your bet on E&P Classifieds  
We bet you'll be satisfied.  
Call for rates and info:  
(212) 752-7050

**CONTROLLER**

Major East Coast Newspaper seeks aggressive, experienced financial executive. Responsibilities include management of accounting functions; long and short term planning, capital and profit and loss budgeting; cash management; and purchasing.

Previous experience should include extensive understanding and use of contemporary automated systems. MBA or CPA preferred.

Attractive compensation and benefits package.

Please send resume to:

Box 34024, Editor & Publisher

**PERSONNEL MANAGER**

The San Francisco Newspaper Agency, the agency for the San Francisco Chronicle and the San Francisco Examiner is seeking a Personnel Manager who is interested in a career opportunity.

We seek a professional with a minimum of from 5 to 10 years experience to assume responsibility and direction of all personnel services and functions, including EEO, affirmative action, recruiting and training.

This management position requires a dynamic person with exceptional communications skills and a broad knowledge of personnel practices. We desire a professional who can bring innovative ideas and a record of proven accomplishments to our agency.

We offer a competitive salary and benefits package. Please send your resume and salary requirements to J. F. Kolder, Director of Industrial Relations:

San Francisco Newspaper Agency  
925 Mission St  
San Francisco CA 94103

Equal opportunity employer

**HELP WANTED****ADMINISTRATIVE****ASSISTANT CONTROLLER**

Individual needed to assist the controller in directing all phases of accounting operation. Comprehensive understanding of business computer systems, financial analysis and budgeting important. Three to 5 years newspaper and/or public accounting experience preferred. MBA a plus. All replies held in strict confidence. Submit resume and salary requirements to Personnel Director, Palm Beach Newspapers Inc, 2751 S Dixie Hwy, West Palm Beach FL 33402. Equal opportunity employer MF.

**PART-TIME Executive Manager, New York Press Association, Offices and staff at Syracuse University. Serving 400 community newspapers. Involves membership expansion, convention planning, promotion, governmental contact, normal trade association duties. Compensation negotiable. Fringes. Apply by May 1 to Anthony J. Costello, Courier-Journal, 67 Chestnut St, Rochester NY 14604. (716) 454-7050.**

**ASSISTANT CONTROLLER**

The Evening Outlook is seeking an individual to assume position of Assistant Controller. This is an excellent opportunity for a shirt-sleeve executive to become part of a progressive management team with a rapidly expanding company, accounting background a must. Equally important we require a working knowledge of data processing systems. Must be control and system oriented. The successful candidate will have progressive experience encompassing general accounting and supervision. Experience in newspaper circulation accounting systems helpful. BS in accounting required. Send resume and salary history to Evening Outlook, PO Box 590, Santa Monica CA 90406.

**EXPANDING GROUP** seeks publisher for Rocky Mountain semi-weekly. Beautiful area, good economy. Successful applicant must demonstrate sound newspaper sales management or other executive experience. State income requirements along with references and work history. Box 34037, Editor & Publisher.

**HELP WANTED****ADMINISTRATIVE****NEWSPAPER MANAGEMENT OPENINGS**

All positions fee paid.

**GENERAL MANAGER** To \$40,000  
Serve as chief executive for 15,000 daily in the Northeast. Must have well-rounded experience with exposure to union operation. Must be a strong person with ability to lead and motivate.

**GENERAL MANAGER** To \$35,000  
Serve as chief executive for 15,000 daily in the Northeast. Must have well-rounded experience with exposure to union operation. Must be a strong person with ability to lead and motivate.

**GENERAL MANAGER** To \$25,000  
Weekly operation in the Midwest. Report to publisher/owner and supervise staff of 25 in non-union property. Degree required.

**GENERAL MANAGER** To \$25,000  
Weekly suburban group in the Northwest. Heavy background in advertising, sales and management and supervise staff of 30 in this non-union facility. Degree required.

**ASST. CIRCULATION DIR.** To \$40,000  
Metro daily on West Coast. Report to circulation director and have strong background in circulation data processing systems. Must be strong administrator and planner. Degree required.

**CIRCULATION MANAGER** To \$30,000  
50,000 daily in the East. Report to general manager in this highly competitive marketplace. Degree preferred, not required. Must have prior circulation experience in a competitive market.

**ASST. CIRCULATION MGR.** To \$25,000  
Large metro daily in the East. Serve as the internal manager and as liaison with data processing. Supervise staff of 25. Degree preferred, not required. Must have prior circulation management experience. Exposure to data processing systems is highly desirable.

**CIRCULATION DIRECTOR** To \$25,000  
40,000 daily in the Midwest. Report to the general manager and supervise a staff of 30 in this union property. Must have prior circulation management experience in a union shop.

**CIRCULATION MANAGER** To \$22,000  
20,000 daily located in the Midwest. Report to the general manager, supervise 7 DM's plus the mail room. Carrier operation.

**CIRCULATION MANAGER** To \$22,000  
25,000 evening publication in the West. Report to general manager, supervise staff of 35 full and part-time employees. Must be strong administrator with good experience in circulation sales and promotions.

**CIRCULATION DIRECTOR** To \$22,000  
15,000 daily in the West. Report to publisher, have prior experience with carrier boy operation.

**CIRCULATION MANAGER** To \$18,000  
10,000 daily located in rural section in the East. Report to publisher of this evening publication. Should have strong orientation.

**CUSTOMER SERVICE MGR.** To \$16,000  
100,000 daily in the Southwest. Report to the circulation manager, supervise staff of 15. Degree preferred, not required.

**CAM** To \$35,000  
Large weekly/suburban operation on the West Coast. Report to general manager. Must have strong background in classified/telephone room operations.

**AD DIRECTOR** To \$26,000  
30,000 daily in the Midwest. Report to general manager and supervise staff of 30 in this non-union property. Degree required.

Send resume in confidence to:

Patrick J. Quinn, Jr.

**GORDON WAHLS CO.**  
Executive Search Consultants  
PO Box 905, 610 E Baltimore Pike  
Media, Pennsylvania 19063  
(215) 565-0800

**HELP WANTED****ADMINISTRATIVE****FINANCIAL EXECUTIVE**

Morris Newspaper Corporation, a privately held company headquartered in Savannah, Georgia, is seeking a financial executive experienced in the areas of staff administration, acquisitions, audits, financing, tax matters and other administrative accounting affairs. Corporation owns/operates 32 newspapers/publications in 8 states, commercial printing and broadcast properties (NBC affiliate). Report to Charles H. Morris, President/Owner. Send resume, salary requirement to Charles H. Morris, Morris Newspaper Corp, Box 8167, Savannah GA 31412. All replies strictly confidential.

**PROGRESSIVE EDP MANAGER**

The Fort Worth Star-Telegram, needs an innovative and competitively skilled individual to manage its EDP department. This department relies on a challenging and competitive environment and is a vital part of our organization. Experience should include 8-10 years computer experience with a college degree. Substantial work in system design and development and an ability to effectively work with and direct people is necessary. Send resume to John M Condon, Star-Telegram, PO Box 1870, Ft Worth TX 76101.

**ADVERTISING**

**EXPERIENCED** ambitious salesperson for retail display sales. Strong daily-two weeklies. Salary plus commission. Zone 5. Resume to Henry Baisley, Advertising Director, Mount Vernon News, Mount Vernon OH 43050.

**ADVERTISING SALES MANAGER** for large growth-oriented Northern California weekly newspaper. Must have extensive sales experience. Able to sell as well as direct a staff of four. Good on promotions. Send resume to Box 33685, Editor & Publisher.

**ADVERTISING DIRECTOR** for weekly newspaper serving San Diego beach communities. Must be strong in planning, management, promotions and motivations. Experience in supervising other employees, handling major accounts and developing sales strategies a must. Self motivation and ability to execute critical. Some other general management duties. Must have excellent references. Send resume and salary history to Box 33690, Editor & Publisher.

**LEADING CHAIN** of suburban New York weekly newspapers has immediate opening for a take-charge person who can manage a multitude of advertising and sales promotion functions. Responsibilities include handling accounts and supervising sales staff. If interested and you qualify, respond in confidence with your resume to Wolfe Publications Inc., 4 S. Main St, Pittsford NY 14534.

**FAST GROWING** Zone 8 shopper needs display salesperson. Salary, commission and benefits. Excellent opportunity for right person. Send resume and salary requirements to Box 33779, Editor & Publisher.

**ADVERTISING DIRECTOR**

Opportunity for the right person who is an aggressive, experienced professional. If you can motivate and train sales staff, are promotion minded, organized planner and know the importance of every account large and small, you may be the person for us.

We're a progressive 13,000 daily in a very livable central Pennsylvania community. Ideal family living, outdoor activities, etc.

We offer a starting income of \$25,000 per year plus excellent benefits. Send letter-resume to Dick Calkins, Publisher, The Sentinel, PO Box 588, Lewistown PA 17044.

**ADVERTISING MANAGER**

For thriving weekly group in beautiful Carmel, California. We need a shirt sleeve executive who is an aggressive salesperson and a stickler for detail. We'll pay \$25,000 a year + incentive + profit sharing + benefits + expenses. Must have proven ability to recruit, train, direct and inspire sales force. Reply in confidence to Publisher, Carmel Pine Cone, PO Box G-1, Carmel CA 93921, or if you can't wait, phone (408) 624-0162.

## HELP WANTED ADVERTISING

**SUBURBAN TEXAS** weekly group (paid and free) has opportunity for person on way up with suburban sales experience, to manage ad staff building rapidly on past growth. Mail resume to Box 34075, Editor & Publisher.

**FORCEFUL**, experienced sales pro for weekly regional farm newspaper. You must be used to an enjoy competition. Weekly and semi-weekly group. Small town near large metros. Send qualifications and salary history to John Tompkins, Tompkins Media, 401 N Main St, Rochelle IL 61068.

**ADVERTISING SALES PERSONS**—Metropolitan New York City area only. Commission plus expenses. (212) 547-8181.

**RETAIL ADVERTISING MANAGER** for medium size daily Zone 8. Publication seeks assertive marketing person to direct and train retail advertising account representatives in a highly competitive market. Must have proven leadership, organization and motivation abilities and desire to advance. Excellent salary and fringes. Send complete resume and salary history to Box 34054, Editor & Publisher.

**AD SALES MANAGER** for central New York shopper group, able to sell and lead staff of 4. Write Box 101, Skaneateles NY 13152.

**RETAIL ADVERTISING MANAGER**, 12:43 AM in Zone 5. Run daily operation of display department. Supervise 6 people, special promotions, TMC shopper. Three to five years experience, excellent benefits, beautiful southern Minnesota. Send resume and salary history to Dick Norman, Ad Director, The Sentinel, Box 681, Fairmont MN 56031.

**ADVERTISING SALES REPRESENTATIVE** needed by growing northern Arizona weekly. Prefer experienced person. Salary and commission. Send resume to: Paul Barger, Winslow Mail, Box AW, Winslow AZ 86047.

**ADVERTISING MANAGER** for six-day afternoon daily in Zone 7. Need aggressive sales-oriented person who wants to move up. Salary and bonus. Write giving complete background to Box 34016, Editor & Publisher.

**EASTERN MASSACHUSETTS** suburban newspaper chain seeks advertising sales manager who can supervise 10-person staff, handle key accounts and develop promotions. Good opportunity for a self-starter who can combine enthusiasm with dedication and hard work. Salary plan open: write-your-own-ticket-opportunity for right person. Send resume and salary outlining your interest to Box 34009, Editor & Publisher.

## ADVERTISING SALES

New publisher—new commission plan—immediate opening! Minimum of 2 to 4 years experience needed. Good base pay plus commission for mid-teens earnings. Apply J.W. Nelson, Ad Director, Daily Gate City, 1016 Main, Keokuk IA 52632. (319) 524-8300. Replies held in confidence. Call toll free from Iowa (800) 472-6003, from states touching Iowa (800) 555-7082.

**AD MANAGER** for 6000 circulation daily in southern Zone 7. Must handle accounts. Send resume and salary requirements to Box 33993, Editor & Publisher.

## ARTGRAPHICS

**EXPERIENCED NEWS/FEATURE** cartoonist, capable illustrator who can create logos and is familiar with photographic techniques. Please send resume to: W. McCance, The Bakersfield Californian, PO Bin 440, Bakersfield CA 93302.

**ART DIRECTOR**—San Juan, Puerto Rico. Should have minimum 3 years experience in newspaper graphics. To be in charge of department of 7 persons. Work well with editorial and advertising department. Should be fully familiar with graphic design, typography, darkroom and production procedures. Will have responsibility of design of pages. Must be hard working, well organized person. Knowledge of Spanish desirable but not mandatory. Send resume and portfolio to Manuel Casiano, Publisher, Caribbean Business (A 42,000 circulation weekly English language business newspaper), PO Box 6253, Loiza Station, San Juan, Puerto Rico 00914.

## HELP WANTED CIRCULATION

**DEUE TO GROWTH** and expansion of our 7-day morning newspaper, we are in need of highly experienced:

**CIRCULATION/PROMOTION MANAGER**  
**CIRCULATION SUPERVISORS**  
Send complete resume and salary requirements to: Publisher's Office, The Oklahoma Journal, PO Box 10839, Oklahoma City OK 73140.

**COMMUNITY CIRCULATOR**—Take charge of small daily circulation in scenic southwestern Montana, prepare to take over circulation for small group of four papers in Montana. Inquire John Sullivan, Livingston Enterprise, Box 665, Livingston MT 59047.

**CIRCULATION MANAGER** for northern California weekly publication over 200,000 distribution. Strong background in doorknob TMC distribution essential. Send resume to Box 33857, Editor & Publisher.

**IMMEDIATE OPENING** for aggressive circulation manager with ability to expand home delivery of tri-weekly in Zone 2 coastal area. Tremendous potential for circulation growth. Starting salary and bonus \$1,000-\$1,500 range. Box 33912, Editor & Publisher.

**LARGE NORTHEAST DAILY ASSISTANT CIRCULATION MANAGER**  
Individual with metro experience, good with people, ability to plan and follow through. Excellent advancement opportunities. Box 33898, Editor & Publisher.

**ADMINISTRATION DATA PROCESSING**  
We need a person with good basic circulation experience plus a knowledge of data processing to join management team as head of circulation office staff. Large Northeastern daily. Start mid \$20s with excellent fringes. Box 33893, Editor & Publisher.

## METRO CIRCULATION MANAGER

The Wichita Eagle and Beacon, a Knight-Ridder newspaper, needs an experienced circulation professional to direct its two-county metro circulation operation (Metro circulation, 125,000 daily; 110,000 Sunday). Duties include management of six supervisors, 27 District Managers and metro office staff.

We require significant management experience in all phases of circulation for this challenging and demanding position.

We offer a competitive starting salary, management bonus program and outstanding benefits. As a Knight-Ridder newspaper we offer outstanding management training and development opportunities. For more information, send resume listing accomplishments and salary history to James P. Spangler, Personnel Director, Wichita Eagle and Beacon, Box 820, Wichita, Kansas, 67201.

Equal opportunity employer.

**CIRCULATION MANAGER**—We are a small (under 10,000) 5-day daily in one of Colorado's fastest growing communities. You may be a No. 2 person on a larger daily or a district person ready for management responsibility. We seek a highly motivated individual with a background in promotion. Salary commensurate with experience, plus liberal bonus and excellent benefits. Send details in confidence to Box 34031, Editor & Publisher.

**IF YOU LIKE TO PROMOTE**, work with carriers, see circulation grow in a market yet to realize its potential and live in a university town offering sports, culture and family atmosphere, we want you. This Zone 5, 11,500 daily with a shopper offers advancement through a group to the right circulation director. Send present salary, salary expectation and references to Box 34022, Editor & Publisher.

**CIRCULATION MANAGER**—75,000 free distribution shopper Zone 5 needs energetic achiever. Experience in voluntary pay helpful. Send resume with salary needs. Box 34003, Editor & Publisher.

## CLASSIFIED ADVERTISING

**CLASSIFIED MANAGER**—Daily and Sunday paper, located in tropical paradise, is seeking an aggressive goal-oriented person with solid classified background. We offer a once-in-a-lifetime opportunity, with many benefits, for the right person. Must be able to manage and motivate people. Please send resume, along with salary history to Box 34028, Editor & Publisher.

## HELP WANTED CLASSIFIED ADVERTISING

**ADVERTISING MANAGER**—San Juan, Puerto Rico, to take full charge and develop a classified section that now averages 2 pages without experienced management. Must be experienced and aggressive with good organization skills and promotional ideas to lead department forward. Will direct all phases including direct sales and telephone solicitation. Knowledge of Spanish desirable but not mandatory. 42,000 circulation weekly business newspaper. Good salary and fringes. Send resume to: Publisher, Caribbean Business, PO Box 6253, Loiza Station, San Juan, Puerto Rico 00914.

**CLASSIFIED MANAGER**—We're a medium size Zone 3 daily looking for an ambitious, hungry individual with 3-5 years experience in classified or retail sales. Outstanding opportunity for advancement with community newspaper group. Box 33923, Editor & Publisher.

## TELEPHONE SALES SUPERVISOR COMMERCIAL DIVISION

You must be an experienced Sales Supervisor in the areas of commercial account development and selling new business. You will be responsible for the development of 10 telephone sales staffers who generate 25% of our department's revenue through major real estate, national employment, mobile homes and marine accounts. Among the talents you should possess are creativity, assertiveness, good human relations skills, initiative, ability to demonstrate and critique sales calls, be career minded.

We offer a liberal earned dividends package including profit sharing, pension plan, cost of living bonuses, paid vacations. Salary and quarterly incentive. Work and live on Florida's beautiful Suncoast. Be a part of one of the nation's most respected newspapers. Send resume, including salary requirements, in complete confidence to Rich Riggins, Classified Advertising Manager.

c/o Personnel Department  
St Petersburg Times  
& Evening Independent  
PO Box 1121  
St Petersburg FL 33731  
Equal opportunity employer M/F

**CLASSIFIED MANAGER**—We're searching for energetic go-getter promotion minded classified ad manager or second person wanting challenge of directing a growing classified department. Located in the Pacific Northwest plus excellent benefits, salary, incentive program. We're a growing 40,000 daily plus 50,000 TMC Wednesday and Sunday offering an excellent opportunity for the right person. Send resume and salary requirements to Don Cuffer, Ad Director, Fournier Newspapers, 704 W Meeker St, Kent WA 98031.

## PHONE ROOM SUPERVISOR

45,000 East Coast daily needs aggressive individual to organize and supervise classified phone room operation in a strong market. Excellent opportunity for continued growth. Good salary, full fringe benefits with privately held company. Write Box 33894, Editor & Publisher.

E & P CLASSIFIEDS  
The Industry's Marketplace  
(212) 752-7053

## EDITORIAL

### BUREAU CHIEF FOR MONTANA

Energetic, experienced journalist to head 2-3 person news team covering state government for the Lee Newspapers of Montana (Billings, Missoula, Butte and Helena).

Attractive Rocky Mountain location, editing level salary. Clips should demonstrate the ability to investigate thoroughly, to write about legislative affairs without boring readers and to relate government to people's lives.

The job includes story assignment and editing. State capitol experience would be a plus. Write Personnel Manager, Billings Gazette, PO Box 2507, Billings MT 59103. An equal opportunity employer M/F.

**WANTED:** Editor for weekly. Must be cost conscious as well as business oriented, have the ability to lay out pages, meet deadlines and fit into a fast growing community. Send resume including experience, salary, history and references to Box 33788, Editor & Publisher.

## HELP WANTED EDITORIAL

**ASSISTANT CITY EDITOR** sought by medium size Southern daily. Ideal candidate has background in reporting with proven writing skills, experience editing copy, doing layout and writing headlines. Potential for advancement. Good salary and benefits. Box 33897, Editor & Publisher. Equal opportunity employer.

**MANAGING EDITOR** Southern California 5-day daily. Successful applicant will have proven track record in local news development and graphics and a talent to motivate and work with people. Resume and salary history to Box 33761, Editor & Publisher.

**WE NEEDED** an experienced, creative reporter for a Big Ten and/or pro football beat. We travel with our teams. If you can answer-up to beat demands—columns, features, advances and game coverage—let's see some samples. Some desk work in off-season. We can offer you a beautiful Big Ten area city, plus excellent salary and benefits. Box 33764, Editor & Publisher.

**EXPERIENCED BUSINESS REPORTER** needed to cover politics and business of Alaska fishing industry for high quality, monthly journal. Work with talented staff. Send resume and clips to Journal, 1911 9th Av W, Seattle WA 98119.

### ALASKAN REPORTER

Flexible person to work in all areas of our 1300 weekly. Expect to learn or do almost anything. Offers \$12,000 salary. Send resume and clips (non-returnable) to: Ron Loesch, Publisher, Petersburg Pilot, PO Box 930, Petersburg AK 99833.

**COPY DESK SUPERVISOR**—Growing, 70,000 circulation AM has opening for person who can manage people, write heads, edit tightly and demand grammatical excellence. Send resume to Owen Kearns Jr, Bakersfield Californian, PO Bin 440, Bakersfield CA 93302.

**ASSISTANT SPORTS EDITOR**—Challenging job on aggressive south Florida PM for creative person strong in desk, layout and leadership skills. Early morning hours. This is primarily an editing job. Only persons with some desk experience will be considered. Box 33910, Editor & Publisher.

**CITY HALL REPORTER** wanted for 7500 circulation PM daily in northern Idaho. We're looking for a reporter with a year or two of experience who can present news of politics and local government in a clear, understandable way. Editing background helpful. University town near skiing and lakes. Write to Kenton Bird, managing editor, Idahoan, Box 8187, Moscow ID 83843.

### SPORTS COPY EDITOR

We need an experienced sports copy editor/makeup specialist to turn our aggressive, but young, sports staff into one of the best in the business. This is not a writing job. We are looking for a real pro who can edit copy and teach our younger people. We have a beautiful Big Ten area city to offer, plus an excellent salary structure and a liberal benefit plan. We are looking for the best, to help us become the best. Join our nine-person staff. Box 33765, Editor & Publisher.

**STAMP NEWS REPORTER** wanted. 49 year old national stamp collector newspaper needs stringer to report on capitol, postal service. Ability to write breaking news and analysis needed. Send samples, qualifications, pay desired to Ken Wood, editor, Stamp Collector, Box 10, Albany OR 9721.

### WYOMING WEEKLIES NEED—

News Editor to direct staff of 3 and layout prize winning paper. Sports Writer-Reporter to cover high school and college with words and photos. Beginning Reporter-Photographer to work on family living section. Beginning Reporter-Photographer for news, features and darkroom work. Writer-Photographer to cover agricultural area. Press Assistant for 4 unit Goss Community.

Send resume now to Mike Lindsey, 2025 Main St, Torrington WY 82240.

**REPORTER** who wants to move into editor's slot on Pennsylvania weekly that wants to amount to something. 146 year old paper searching for new direction. Write Box 33751, Editor & Publisher.

**EDITOR & PUBLISHER** for April 19, 1980

**HELP WANTED****EDITORIAL**

**REPORTER** needed for progressive weekly in West Tennessee. Send resume and salary requirements to Brian Sherman, The Voice, Box 249, Ripley TN 38063, or call (901) 635-1238.

**SPORTSWRITER**—Ideal opening for recent college graduate with sportswriting experience. Daily 9:00 AM newspaper. Send clips and resume to Les Ostrom, c/o Dickinson Press, 127 W First St, Dickinson ND 58601.

**FLORIDA** beachside newspaper wants one who'd be No. 2 in Women/Plus Department, writing, editing, layout experience, imagination, ability. One who could move up. Resume, references, samples to Box 33836, Editor & Publisher.

**SPORTS EDITOR**—12,000 circulation daily in a suburb of New Orleans. Must have layout experience and an ability to organize. Local sports emphasis in this two person department. Send resume, clips, salary requirements to Patrick Sweeney, The Daily Times, PO Box 490, Slidell LA 70458. Immediate opening.

**LIFESTYLE**

If you're creative and would like to be part of a new team running a lifestyle section on a progressive, changing Southern daily, we'd like to hear from you. Writing and editing positions opening up for people with a journalism degree and related experience. Box 33850, Editor & Publisher.

**INVESTIGATIVE/GENERAL ASSIGNMENT REPORTER** wanted: 45,000 circulation—flagship in a fleet of four papers—afternoon daily in San Francisco Bay Area is undergoing sweeping changes in form and content. Object: to become aggressive, dramatic, and brightly written journalistic force in the region. Need experienced reporter with ability to dig, enterprise, analyze, write—a reporter to go after the tough, hidden story. A reporter who can explain it clearly and trenchantly. Send clips and resume to: John Fachtner, City Editor, The Daily Review, PO Box 5050, Hayward CA 94540.

**ONE OF FLORIDA'S** top weeklies has news job open. Spot news and features. Full written resume to Owen Brice, PO Box 31, Lake Wales FL 33853.

**MANAGING EDITOR** who can do it all, motivate staff, report and write, handle desk, maintain high, positive profile in our community. Write Ned Cantwell, Publisher, Carlsbad Current-Argus, PO Box 1629, Carlsbad NM 88220.

**NIGHT ASSISTANT CITY EDITOR**

Fast growing medium size daily is seeking an experienced assistant city editor. Ideal candidate must have a minimum of 3 to 5 years previous experience as city editor or assistant city editor. Strong news judgment, editing skills and ability to handle breaking news required. Top pay and benefits. Zone 4. Please send resume including salary history, references and samples to Box 33830, Editor & Publisher.

**REPORTER**—We want a reporter-writer who has covered the basic beats and gotten results from investigative efforts. We want a person who is fast, accurate and approaches each story from the smallest to the largest with the same care. This person would have around 10 years experience on dailies. We offer good pay, excellent benefits and growth in South Florida. Box 33815, Editor & Publisher.

**COMMUNICATIONS PROFESSIONAL**

Major high-technology corporation seeks ambitious, career-oriented communications professional with outstanding writing skills that can be applied to press relations and internal audiences. Three to five years news media experience required, preferably wire service or newspaper. Send resume and brief cover letter in confidence to Box 34059, Editor & Publisher.

An equal opportunity employer M/F

**HELP WANTED****EDITORIAL**

**GENERAL ASSIGNMENT REPORTER** with desk experience wanted. Minimum 1 year experience. Will assist managing editor on small daily. Santa Paula Daily Chronicle, PO Box 30, Santa Paula CA 93060, (805) 525-5555.

**LIFESTYLE EDITOR**

Revamping Southern daily seeks a top-notch newspaperer to head up a new lifestyle section. We want a section that's visually interesting, stories with broad appeal, clubs and teas trimmed and packaged inside. We require a journalism degree and a minimum of two years' experience. Box 33849, Editor & Publisher.

**SOUTHEAST INDIANA** daily accepting applications from recent 4-grads qualified with camera. Write Jim Small, editor, Greensburg Daily News, Greensburg IN 47240.

**CITY EDITOR**—Aggressive 25,000 PM in Zone 4 needs an enterprising city editor to lead staff of 10 in vigorous competition with larger sister newspaper. Right person will know the value of exclusive material, recognize news before it breaks and see the holes in the competition's material. Excellent advancement opportunity in chain operation. Send resume and salary requirements to Box 34042, Editor & Publisher.

**BUSINESS AND FINANCIAL**—A major Midwestern daily with a strong commitment to quality economic journalism has 2 key posts open: A REAL ESTATE AND HOUSING REPORTER is needed to cover one of the most dynamic markets in the country. We are looking for someone who can report marketplace events in a way that relates them to the average reader. Also, we're looking for a COPY EDITOR who is energetic, creative and able to help the business and financial editor supervise a staff of 7 reporters. Send clips and resume to Jerry Heaster, Business and Financial Editor, The Kansas City Star, 1729 Grand Av, Kansas City MO 64108.

**ALASKA DESK**—States News Service is looking for experienced Alaska reporter with experience in Washington and/or Alaska. Hard work, low pay. Send clips and resume to Editor, States News Service, 316 Pennsylvania Av SE, Washington DC 20003.

**REPORTER-PHOTOGRAPHER** immediately for a quality Ohio weekly in beautiful rural area. Helpful if confident as "Jack-of-all-trades." Good starting salary, excellent fringe benefits, a creative, fun, place to work. Write to Paul Lintner, editor, The Farmer-Hub, PO Box 151, Millersburg OH 44634.

**EDITORS**

The Temple Daily Telegram, a fast growing mid-size paper in the Southwest, is looking for 2 editors to join a staff that has just won 5 state awards.

We want people to help us maintain our present level of professionalism and dedication to quality.

**CITY EDITOR**—Our current city editor is moving to a larger paper. We want someone with the experience to direct a citified staff of 16 reporters, editors and photographers.

**WIRE EDITOR**—We need a professional who is capable of meeting deadlines, laying out page 1 and working smoothly with the composing room and city desk. Our present wire editor is moving to a newly created spot as regional editor.

Contact Steve Walters  
Temple Daily Telegram  
Box 868  
Temple TX 76501  
(817) 778-4444

**HELP WANTED****EDITORIAL****SPORTS WRITER**

Pro Teams

Nationally known south Florida daily has an immediate opening for a highly skilled journalist to cover the Miami Dolphins. Individual must have a minimum of 5 years experience on a daily with background in coverage of pro teams preferred. Excellent salary and benefits. Please send resume including samples to Box 33828, Editor & Publisher.

**EXPERIENCED REPORTER** for hard-news weekly newsmagazine group. Must have experience covering government. Early June staff opening but will find spot now for right person. Send samples of work to Box 14, Union Lake MI 48085.

**IMMEDIATE OPENINGS** are available in an international firm with good opportunities for growth and advancement.

**DESK AND REWRITE EDITOR:** Positions available in overseas bureau in the Arab Middle East. Salary ranges from \$18,000 to \$22,000 annually plus furnished housing and one month paid vacation per year and round trip ticket to the U.S. Excellent opportunity for the person with an international journalistic interest.

**OTHER positions** available for sports page editor, local and international page editors and other opportunities for trainees.

**CIRCULATION MANAGER:** Needed in Houston office for setting up of newstand distribution in the U.S. and Canada for international publication. Previous experience essential. Salary is negotiable. Excellent opportunity for growth and good company benefits available.

**ARABIC/ENGLISH TYPESETTER/LAYOUT:** Positions available in Houston for persons experienced in Arabic and/or English typesetting, paste-up and coordinating purchasing from printers and other suppliers and layout. Salary is negotiable with experience. Good company benefits and opportunity to advance.

IF YOU are qualified and interested in any of the above positions please send resume and samples of writing (where applicable) to SRM, Inc., Box 57, 2100 West Loop South, Houston TX 77027.

**OPPORTUNITIES** for copy editors, reporters, on growing south New England AM daily. Minimum 2 years experience. Zone 1 preferred. Box 33825, Editor & Publisher.

**STATES NEWS SERVICE** is looking for reporters with strong daily background. Work is still hard, pay is still low. Send clips and resume to Editor, States News Service, 316 Pennsylvania Av SE, Washington DC 20003.

**HELP WANTED****EDITORIAL****CITY EDITOR**

\$20,000

City Editor for 27,000 Zone 2 daily. Experience, hard working. Direct and motivate young and talented staff. Send resume and samples of your newspaper to Box 34061, Editor & Publisher.

**SENIOR EDITOR**

Trade journal for marine oil and gas needs editor with management and writing skills. Must attend industry meetings, solicit technical manuscripts, judge news value of engineering subjects, arrange for art work and edit copy for international audience. Has to work with existing staff and have capability to assume some staff responsibility. Houston location. Send resume and short cover letter with duplicate writing samples to Box 34056, Editor & Publisher.

**FEATURE WRITER NEEDED** by growing dynamic Zone 5 weekly. Should have at least 2 years on the job experience and proven ability to create feature material and handle general assignment reporting. Knowledge of photography, darkroom techniques and layout important. Please send resume and clips along with salary requirement to Box 34038, Editor & Publisher.

**EDITOR/REPORTER**

Bi-weekly tabloid covering the computer industry needs reporters on all levels. We are not a "trade book," but a serious business publication covering news in a fascinating, important multi-billion-dollar business. Daily newspaper experience preferred. Business related reporting background and/or familiarity with computers or related fields a plus. Send 2 best clips, resume and salary history, but convince me with a strong cover letter. Contact Joe Brancatelli, Editor, Information Systems News, 333 E Shore Rd, Manhasset NY 11030.

**EDITOR/REPORTER**

Bi-weekly tabloid covering the computer industry needs full-time reporter to cover Washington. We are not a "trade book," but a serious business publication. Beat includes FCC and other regulatory agencies, Congress, Federal and Government computer activity, etc. Daily newspaper experience a must. Business reporting background and/or knowledge of computers or related fields helpful. Send 2 best clips, resume and salary history, but convince me with a strong cover letter. Contact: Joe Brancatelli, Editor, Information Systems News, 333 E Shore Rd, Manhasset NY 11030.

**TOP EDITOR WANTED**

Our aggressive, growing daily newspaper of 30,000 paid circulation is ready to hire an experienced editor who can handle the challenge of a highly competitive market.

Our award winning news staff is willing and able . . . but needs guidance and direction. We want a person who will help us grow.

You'll be working in an outstanding community with a market potential matched by few. Our facilities are among the newest and most advanced in the industry and our goal is to provide the finest daily newspaper possible for our readers.

We're located in Zone 8 with excellent climate, abundant recreational facilities and . . . just a great place to live.

You'll be joining a highly respected and diversified communications company with many benefits and we'll pay you a salary that amply rewards your efforts (way above the average for papers of this size).

If you are an individual who can handle people, who has the desire and determination to help us put out a really fine newspaper and who will accept the challenge, you will reap the rewards. We want to hear from you.

Box 33907, Editor & Publisher

## HELP WANTED EDITORIAL

NEWS EDITOR to run news department for 6000 circulation daily in southern Zone 7. Write Box 34036, Editor & Publisher.

### SUNDAY MAGAZINE EDITOR

Immediate opening for an editor with at least three years experience to edit weekly, local Sunday magazine for Zone 5, 50,000 circulation daily.

Need self starting well-organized person with good story judgment, editing, content planning and layout experience. Must be oriented in good use of photos and graphics.

Salary commensurate with experience. Excellent benefits. Send complete resume, including salary history, references (at least two professional), non-returnable page samples, and a letter about yourself to Box 34034, Editor & Publisher. An equal opportunity employer M/F.

MANAGING EDITOR for large Mississippi weekly. Excellent opportunity if you have personality, tact and willingness to carry editorial load. Fast growing family-owned oriented area. Box 34026, Editor & Publisher.

## COPY EDITORS FLORIDA

The Ft Lauderdale News & Sun Sentinel, one of the South's most progressive and dynamic newspaper companies has positions available for experienced copy editors. Successful candidate must have a minimum of 3 years daily experience with a strong editing, headline writing and layout background. AM/PM shifts. Salary commensurate with experience. Please respond detailing experience, salary requirements and references to:

Ft Lauderdale News/Sun Sentinel  
Claudia L. Jack, Employment Manager  
101 North New River Drive East  
Ft Lauderdale, FL 33302  
(305) 761-4386  
Equal Opportunity Employer

## WEEKLY EDITOR

Award winning resort weekly (Charlevoix, Michigan) needs editor. An exciting opportunity for a self-motivated, creative, organized person.

Salary and bonus plus paid medical, dental, life insurance, sick days and vacation. If you are presently an editor or reporter with several years experience and wish to expand your horizons, apply to Ken Winter, General Manager, PO Box 528, Petoskey MI 49770.

COPY EDITOR wanted for group of small dailies in San Francisco Bay area. Five years experience preferred. Headline writing, layout, copy editing and VDT skills required. Excellent pay and fringe benefits. Contact Jim Rose (415) 783-6111. Send resumes to The Daily Review, PO Box 5050, Hayward CA 94540.

ENTRY LEVEL. Editorial writing. News, features, sports. Small weekly. Resort area. If you are good, we'll give you a chance. Sunday Herald, 550 Quaker Plaza, Stroudsburg PA 18360.

## FREELANCE

FEATURES WANTED for black-oriented, general interest, monthly magazine. Stories may be on any subject, but should have a national or international flavor. Good photos also needed. Manuscripts and enquiries invited. Submissions to: Frank Madison, Mahogany magazine, 1300 Summit Ave, Suite 428, Ft Worth TX 76102. (817) 335-1427.

## JOB LEADS

PRE-EDITORIAL jobs nationally. Weekly, monthly subscription rates. M. Sternman, 68-38 Yellowstone, Forest Hills NY 11375.

## LIBRARIAN

ASSISTANT HEAD LIBRARIAN—Busy newspaper library looking for hardworking, versatile librarian who enjoys newspaper atmosphere. Besides providing reference services, individual will assist head librarian in administration and formulation of future library systems. Concentration on building reference and serials collections. Masters in Library Science and supervisory experience preferred. Send resume to Judy Gerrits, San Francisco Examiner Library, 110 5th St, San Francisco CA 94103.

## HELP WANTED MARKETING RESEARCH

### MARKET RESEARCH MANAGER

Excellent opportunity for an experienced researcher to coordinate varied newspaper research projects for dominant daily newspaper in growing south Florida market. Individual should have varied market research background and strong presentation skills. Contact Mr Tony Mangone, Ad Director, The Post & Evening Times, 2751 South Dixie Hwy, West Palm Beach FL 33405. (305) 833-7411.

## PHOTOGRAPHER

THE STATE OF TENNESSEE is seeking to employ a Chief State Photographer—\$19,476 and a State Photographer 2—\$15,252 to work with their photo department. The positions offer the opportunity to work with a talented close-knit team in the areas of travel, wildlife, conservation and state government. Applicants for the Chief State Photographer position should have a high school degree and six years of working experience. Applicants for the State Photographer 2 position should have a high school degree and four years of experience. A college degree in photography can substitute for two years of experience for either position. A high proficiency in pictorial and people photography, both color and b/w must be displayed. For application and portfolio criteria write: Robin Hood, Director of Photographic Services, Governor's Information Office, State Capitol, Nashville, Tennessee 37213. Portfolio must be postmarked before midnight, May 15th.

## To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box number given in the ad, c/o Editor & Publisher, 575 Lexington Ave., New York, N.Y. 10022.

## PRESSROOM

### PRESSPERSON

Major Southern offset newspaper has several positions available for experienced presspersons. Previous offset experience preferred. Excellent salary and benefits. Please respond detailing work history and salary requirements to Box 33829, Editor & Publisher.

WORKING FOREMAN—Weekly newspaper in Zone 1 wants working foreman to run Goss Suburban press. Growing commercial business. Must be flexible and be willing to work in growth business. Should be willing to train a second shift crew. Send resume and salary requirement to Box 33645, Editor & Publisher.

## HELP WANTED PRESSROOM

JOURNEYMAN for a Goss Urbanite press. Call (713) 477-0221 ext 202, no collect calls. Zone 6.

PRESSROOM MANAGER for rapidly expanding 7-day daily. Light commercial printing, new plant and 7 unit Urbanite. Urbanite and prior management experience a must. \$20,000 salary. Send resume to Ron Whitaker, The Eagle, PO Box 3000, Bryan TX 77801.

PRESSROOM FOREMAN—Growing newspaper, commercial shop needs working foreman. New Goss Community SSC. Two shifts. Young press crews need training. Management skills a must. Zone 9. Box 34007, Editor & Publisher.

## PRODUCTION

### PUBLICATION

PRODUCTION SUPERVISOR  
Monthly publication needs supervisor. Sharp person with experience in creating production schedules, word processing, typesetting, pasteup, graphic design, who can supervise staff of 5 and conduct quality control inspections at off-site printing plant. Minimum of 1 year experience in processing magazine articles from final editing through typesetting, proof-reading and paste up to printer. Competitive salary. Resume, salary needs to Small Business Report, 497 Lighthouse, Monterey CA 93940.

### PRODUCTION MANAGER

Growth oriented family owned newspaper seeks experienced manager to assume full responsibility for daily production. Work history should include 5-10 years offset printing press experience, preferably in the newspaper industry. Position requires individual with good communication and interpersonal skills. Some experience in data processing systems also desirable.

Position available in pleasant Midwest community near four seasons recreation area. Excellent salary and fringe benefits offered.

Please forward complete resume including salary history in confidence to Box 33375, Editor & Publisher.

THE FOLLOWING POSITIONS are available in our Production Department. We operate 8 units of Goss Urbanite and electronic front end system:

PRESS ROOM FOREMAN  
JOURNEYMAN-PRESSPERSON  
ASSISTANT PRODUCTION MANAGER  
Only experienced need apply. Send detailed resume with salary history and requirements to: Publisher's Office, The Oklahoma Journal, PO Box 10839, Oklahoma City OK 73140.

## HELP WANTED PRODUCTION

## UNIVERSITY OF OKLAHOMA

### JOURNALISM CRAFT NORMAN CAMPUS

#### Superintendent, Journalism Craft

Experience in offset newspaper printing plant including experience in a supervisory capacity with responsibility for operations of various departments or divisions. Thorough knowledge of offset printing methods, material and cost factor. Thorough knowledge of computerized typesetting including writing output program, systems utility and diagnostics. Data file management and hardware maintenance. Ability to work effectively with personnel in journalism craft and other departments. Application Deadline: May 12. \$14,500-23,300 per year, depending on qualifications.

Persons interested and qualified for this position should contact Personnel Services, 905 Asp Av, Norman OK 73019 or call (405) 325-1826.

*Affirmative Action/  
Equal opportunity employer*

### COMPOSING SUPERINTENDENT

Leading Zone 4 metropolitan newspaper is seeking a top notch manager to assume total responsibility for composing department operations. Individual must have complete knowledge of cold type system and a minimum of 3 years supervisory experience. Strong people skills essential. Competitive salary and excellent fringe benefits. Please respond detailing education, experience and salary history to Box 33831, Editor & Publisher.

## PROMOTION

### PROMOTION MANAGER

Major Southeast combination paper. Our person is probably manager for a medium daily or assistant manager for large metro. Duties will include ad agency liaison, radio-TV promotion, trade journal advertising, editorial and circulation promotion, public service, internal promotion, special events projects. Send full resume including experience and salary level. We will be holding interviews at the INFA Convention in New York May 7. All replies held in confidence. Box 33691, Editor & Publisher.

## SALES

EXPERIENCED Zone 1 sales rep to the newspaper industry. Immediate opening for qualified individual. Box 33930, Editor & Publisher.

## Positions Wanted . . .

## ADMINISTRATIVE

GENERAL MANAGEMENT—Proven through the years to possess the ability to bolster stagnant profits, enhance quality and increase sales. You can take advantage of my educational background (BS, MBA and JD), plus years of experience. Currently handling all facets of operations in publication of an award-winning daily. Outstanding accomplishments in highly profitable commercial field. Responsible for launching new publications. Will make own opportunity for both your company and myself. Salary requirements are negotiable, immediate availability. Interested? Resume available by writing Box 33750, Editor & Publisher.

SUCCESSFUL daily publisher with equally successful advertising management background available now for new challenge with medium/large daily. (319) 524-3456.



## Web-Offset Training Specialist

A unique opportunity exists with a major division of a Fortune 100 Corporation. If you have experience in operating double width offset presses and the desire to teach, this opening at one of the world's largest manufacturers of offset printing systems can offer you the professional challenge you've been looking for.

The qualified candidate should have sound experience in offset printing at the superintendent or foreman level. Excellent communications and presentation skills are essential. The position involves training of pressroom personnel, at customer installations throughout the U.S., using written materials and slide/tape—audio/visual materials in both formal and "hands on" set-up, operation and maintenance presentations. Willingness to travel is essential.

We offer an exceptional salary and a full range of comprehensive benefits that include major medical, life, disability, and dental insurance, pension and savings plan, and liberal vacation/holiday program. For immediate consideration, send a letter or resume in confidence to:

Box 34071, Editor & Publisher

*An Equal Opportunity/Affirmative Action Employer*

## POSITIONS WANTED

### ADMINISTRATIVE

GENERAL MANAGER—Associate publisher 18,000 daily/3 weeklies, seeks publisher post small city. Strong ad management-business background. Age 41, available 30 days. Box 33999, Editor & Publisher.

### ADVERTISING

ADVERTISING PROFESSIONAL Leader, motivator, super results, money maker, retail, general, classified. Employed. Seeks challenge. Box 34039, Editor & Publisher.

### ARTIST

EDITORIAL ARTIST with large city newspaper, solid background, cartoons, illustration, seeks relocation, Zone 9. Box 33773, Editor & Publisher.

SEEKING POSITION ON DAILY. Experienced artist and cartoonist. Solid portfolio. Bob Seymour, 4651 Grafrod Ln, Stow OH 44224.

### CIRCULATION

ASSISTANT CIRCULATION MANAGER with 10 years circulation experience and college degree seeks to become circulation manager. Exceptional qualifications. Box 33816, Editor & Publisher.

EMPLOYED CIRCULATION DIRECTOR seeking challenge with progressive newspaper, 25 years diversified experience ranging from suburban dailies and weeklies; paid, voluntary pay and alternate delivery; to large metros including conversion of weekly to daily. Started two new carrier organizations in competitive markets. Strengths in marketing, sales and promotion; development and training of personnel; application of computer technology. Highly motivated; resourceful and adaptable to any situation. Consultant for newspaper industry. Resume and references. Phone (612) 934-1778. Box 34030, Editor & Publisher.

### CLASSIFIED ADVERTISING

CLASSIFIED MANAGER, 25 years experience is eager to help you. Very familiar with the basics and new technology. Call (214) 758-5241.

### COMPUTER TECHNOLOGY

EXPERIENCED data processing person with 8 years in newspaper production and business areas as manager, analyst and programmer. Box 33686, Editor & Publisher.

### EDITORIAL

TOP-OF-THE-LINE warmly upbeat columnist. Choice standout in troubled times. Also, eye-ball reporting with unusual situation sense. Home town style oriented against background as former daily editor, trial lawyer, cleric and well traveled overseas press representative. Box 33707, Editor & Publisher.

TRIPLE (AP) Award-winning feature writer and general assignment reporter with 13 years on 30,000 daily. Careful, intelligent writer who produces clean copy. VDT. Seeking feature/general assignment slot on aggressive paper where integrity comes first and where quality writing is recognized. Zones 7 or 8, prefer Idaho, Wyoming or Montana. Let's talk it over! Box 33646, Editor & Publisher.

VERSATILE WRITING TALENTS offered to Zone 9 daily by experienced journalist who is doing it all—columns, features, news and editing for respected county-wide weekly in northern California. Excellent references, quality clips. Box 33663, Editor & Publisher.

NEWSROOM PRO with 4 well-rounded publication years, seeking editorship on 7000 to 10,000 daily. Committed to community excellence. Box 33703, Editor & Publisher.

SOMEONE IN CHICAGO must need a fast, accurate writer/reporter who also does deskwork, takes pictures. Solid record, 15 years dailies and weeklies. Available June 1. Call (312) 562-1191.

## POSITIONS WANTED

### EDITORIAL

EDITORIAL WRITER—Excellent writer-editor. Top credentials, experience. Informed, conscientious, productive. Box 33639, Editor & Publisher.

WOMAN SPORTS WRITER has covered all types of sports; ice hockey to field hockey, baseball to softball, pro to high school. Have worked for 2 dailies plus wire service experience. Would like more pro work, especially baseball. Box 33776, Editor & Publisher.

NEED a shot of imagination? Young editor wants room for growth on daily or large weekly. An award-winning writer and photographer, he has seven years of daily and weekly experience. Has production experience. Aggressive but not obnoxious. Box 33752, Editor & Publisher.

SPARKLING COPY from a reporting pro who has done everything from police to politics to ballet. Seeking consumer-business specialty, preferably in Zone 5, but open to other areas if job is right. Box 33744, Editor & Publisher.

REPORTER—Recent grad with daily experience and wire internship seeks entry level position on small town daily. Will work hard, travel anywhere. Box 33797, Editor & Publisher.

SPORTSWRITER seeks position on metro after three years on small Eastern daily. Layout, writing, camera experience. Have experience covering pro and college teams. Box 33922, Editor & Publisher.

SPORTSWRITER FOR HIRE. Veteran sports editor wants to devote all his time to sports writing. Salary request reasonable. Prefer Pennsylvania and Florida. Box 33884, Editor & Publisher.

EXPERIENCED sports writer seeks position with PM or weekly in Carolinas. Like to cover local teams. Box 33870, Editor & Publisher.

AWARD-WINNING writer with 2½ years experience at top-notch weeklies seeks spot on quality-minded daily. VDT, photography and production experience. Strong in features. Eager for challenge. Box 33860, Editor & Publisher.

SPORTS EDITOR of 30,000 AM wants to move to PM in pro or major college town in Zones 1-2. Also reporter-columnist. Clean, lively layout, Sharp organization. Get most out of staff. Box 33883, Editor & Publisher.

GUTSY BOSS needed. No run-of-mill garbage. Top pro veteran reporter. Done almost everything. Zone 1-2 only. Call for interview during my May-June fact-finding trip. Ask for Charlie. (808) 732-0134.

ENGLISH REPORTER (31) seeks 3 or 6 months with U.S. daily/weekly. Jim Wright, 9 Hannen Rd, London SE 27, England.

YOU WON'T KNOW the sports coverage you'll be missing unless you dial this number. Extensive weekly experience. Can do daily job, just need opportunity. Zone 1-4 or 8. Call Joel at (301) 655-7465 or (301) 465-1400.

SPORTS EDITOR of small paper, 24, married, BA Journalism, wishes daily position in Zones 5, 3, 6, 8 or 9 in sports or news. Good photographer, VDT experience. Hard worker not afraid of long hours. Box 33820, Editor & Publisher.

SEASONED PRO—Seeking copy desk or city desk spot with medium to large daily on East Coast, Zones 1 or 2 preferred. Ten years major daily experience (7 reporting, 3+ as copy editor), top rewrite skills, good at layout, capable photographer, solid references. Looking for a position with a future, not just another job. PO Box 1892, Albuquerque, NM 87103.

SPORTSWRITER, 49, overpaid and under-utilized, wants to match talent, experience and enthusiasm with opportunity as sports editor for community-minded, Zone 8 or 9 daily. Specialty is Pacific-10 Conference athletics, but also has varied background in all facets of sports reporting and editing. Good references and contacts. Available June 1. Box 34064, Editor & Publisher.

EDITOR of college paper desires entry level position on small to medium sized paper. Prefers Zones 1 or 2 but anywhere is fine. Have extensive experience writing new features and sports and will be available after graduation in May. Box 33985, Editor & Publisher.

## POSITIONS WANTED

### EDITORIAL

REPORTER, daily experience covered many areas including city hall, local politics, police, labor and general assignment. Some copy experience. All Zones. Box 34063, Editor & Publisher.

COPY, WIRE or news editor for Midwest medium or small daily. Ex-daily managing, wire and copy editor. Now 58, in industry. Box 34047, Editor & Publisher.

ENERGETIC Journalism BA and MA with experience at all levels, wants to work hard as editor of community weekly in any Zone. Understands purpose of community weekly, plus what more can be done. Box 34043, Editor & Publisher.

LOOK—Reporter wants to move up! Wants spot as city editor or assistant with small-medium daily, any Zone. Four years of doing everything on dailies and magazines says I'm ready. Call Rossi, (414) 774-6451 for resume and clips.

FORMER WASHINGTON copy editor-reporter with 8 years experience on newspapers, wire service, BA and MA in journalism wants to return to Capital. Prefer editing. Would consider right writing job. Box 34013, Editor & Publisher.

GIFTED, literate writer-reporter has done it all on a weekly, seeks bigger and better at 15,000-plus urban. Prefers Zone 5. Can't live without creativity, responsibility. I take the initiative, have ambition and unlimited energy. Excellent references, resume, and clips on request. Box 34006, Editor & Publisher.

GOAL-ORIENTED, 7½ years experience with large metro, small daily and weekly newspapers. Looking for ad manager's position, good references, willing to relocate. Box 33994, Editor & Publisher.

TALENTED young reporter 24, seeks entry level position on paper in any Zone. Columbia J.D., college journalism background, have experience in news, legal affairs, sports, reviews. Robert Kaplan, 604 W 115 St, 1-D, New York NY 10025.

### FREELANCE

PHOTO ASSOCIATES NEWS SERVICE INC (44) 4 journales with advanced degrees in journalism or photography, people who write as well as they shoot, are available for assignment—any subject, location or time. We have the right person and equipment for any job, from medical photography to baseball. All NPPA staff, fully insured and credentialed by us. Call anytime. (212) 961-0909

JOURNALIST—Living in London, experienced feature writer, wants assignments from publications seeking low-cost alternative to wire coverage in politics, business, travel, the arts. Box 34065, Editor & Publisher.

FREELANCE WRITER/Editor open for assignments. Specialize in history, biography, geography/reference works. I'm a World Nations editor, Hammond Almanac, History editor, Ohio Almanac; writer, Lincoln Library, People's Almanac, Current Biography. Box 34033, Editor & Publisher.

## POSITIONS WANTED

### MARKETING RESEARCH

MBA GRAD with newspaper experience seeks entry analyst position. Stats background. Knows research methods from survey design through analysis. Career-committed. Will relocate. Lynn Keener, 305 Governor Ln, Knoxville TN 37922.

### E&P CLASSIFIED PRODUCE JOBS FOR NEWSPAPER PEOPLE!

### PHOTOJOURNALISM

TECHNICAL EDITOR, 33, ex-weekly editor, 3½ years solid daily news photography experience, seeks return to daily photojournalism. Magna cum B.S.J., Mensan. Box 33648, Editor & Publisher.

MANAGEMENT ORIENTED photojournalist, can lead staff to new standards in news photos. Experienced. David Arndt, (313) 485-3237.

AWARD-WINNING PHOTOJOURNALIST, 24, seeks position on weekly, daily in Chicago area. Daily experience and writing background, strong portfolio, Box 33911, Editor & Publisher.

DEMANDING—Young photographer with experience on award-winning weekly and wire service fronts seeks advancement to daily or large weekly, prefers Zone 2. Have seen it all, from schoolboy sports to five-alarm fires. Enjoys bigger challenges than now facing. References and clips available upon request. Box 33864, Editor & Publisher.

EXPERIENCED—Six years on metro, three years as a wire service staffer. BA in journalism. Family. Seeks return to Zone 5. Strong in sports and news judgment. I can produce on routine as well as the big assignments. Box 34032, Editor & Publisher.

### PRODUCTION

EXPERIENCED SUPERVISOR. Camera, color separation, conventional and laser platemaking qualifications. Newspaper. Box 33909, Editor & Publisher.

### PRODUCTION MANAGER

Top notch professional. Fifteen years experience in trade. Eight years experience in management. Excellent in organizing and developing newspaper pressrooms and production departments to their full potential. I have designed several training and maintenance programs for various newspaper pressrooms, including running a Goss Metro operation. Seek a challenging position. Box 33832, Editor & Publisher.

### PUBLIC RELATIONS

SEASONED PROFESSIONAL looking for challenging public relations position in southwest Michigan-northern Indiana area. Available immediately. Job responsibility, growth potential, salary are all important. Offer 20 years of broad communication experience—media, corporate, higher education and medical. Age 40, family. Box 33749, Editor & Publisher.

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification



# Court rules reporter must testify in criminal case

The Colorado Supreme Court this week ruled that reporters cannot refuse to testify or produce documents before a grand jury if they have personal knowledge of a crime.

The court ruled against *Denver Post* reporter Howard Pankratz, who fought a subpoena by a grand jury attempting to determine if a state official leaked information from secret grand jury proceedings.

In a unanimous ruling, the state's high court sided with a lower court judge who said a reporter "stands in the same shoes as any ordinary citizen" and therefore cannot claim a special privilege in a criminal investigation.

"We find no testimonial privilege, under the federal or the Colorado Constitution, which would shield a reporter from an obligation to respond to the subpoena which has been issued to him," the court said.

Meanwhile, New Jersey's revised reporter shield law has proven no stronger than its predecessor.

A Superior Court Judge in Freehold, N.J. has ordered a newspaper reporter to let the court inspect a letter she received from a government informant who is a key witness in a major organized crime trial.

Judge Michael Imbriani ordered *Shrewsbury (N.J.) Daily Register* reporter Robin Goldstein to turn over the letter to him or be held in contempt of court.

Under the revised shield law, which was strengthened following *New York Times* reporter Myron Farber's jailing in 1978, lawyers must show at a court hearing why the material a reporter has is relevant to the case and must also prove that the material sought is not available elsewhere.

Judge Imbriani ruled that since the reporter's source is not confidential, her right to privacy was "minimal" and was outweighed by the rights of the defense (in the murder trial, which is seeking access to the letter.)

"Neither the First Amendment, the New Jersey Constitution, nor the amended shield law confer absolute and total immunity on the press from court order," Imbriani said.

Massachusetts' highest court next month is expected to decide whether a Boston reporter must go to jail for refusing to testify before a grand jury.

At the same time, the state Senate is considering a modified shield bill which would protect newspeople from having to divulge either a source or what they are told in confidence.

Boston Herald American reporter Paul Corsetti was held in civil contempt last

month for twice refusing to testify before a grand jury investigating a murder. Although Massachusetts has no shield law, his lawyer argued that his client's testimony was available from other sources and Corsetti maintained that his failure to protect a source would trigger a lack of trust in him from other potential information sources.

He said he gave a murder suspect his word he would not divulge the information he had obtained, including the names of two alleged accomplices, in court.

Associate Supreme Judicial Court Justice Ruth Abrams said the case brings up issues that should be decided by the full bench during the term beginning May 19.

"Corsetti seeks to establish a rule which would require the prosecutor to exhaust all alternative sources for the needed information and would allow a reporter to be summoned only if these sources cannot provide the information," she said.

Judge Abrams said such a rule has been suggested by U.S. Supreme Court Justice Lewis F. Powell and adopted by several states. In the last ten years, eight states have passed shield laws and several others—including New Jersey—have strengthened those already in place.

In the wake of the Corsetti case, the Massachusetts Legislature's Judiciary Committee voted unanimously to approve a confidential information act which would let reporters keep information and sources secret except in libel or slander suits or when a superior court judge sees "substantial evidence" that disclosure "is clearly required to permit a criminal prosecution for the commission of a specific felony or to prevent a threat to human life."

Shield legislation has been filed and defeated in Massachusetts for the past nine years. In 1971, a shield law had almost passed when the Pentagon Papers

case broke; anti-press sentiments then led to the reversal of a previously-favorable House vote. Last year, shield legislation was defeated 92-58 in the House.

This year, the bill has received preliminary approval in the Senate, after which it will go to the House for a final vote. The Massachusetts Newspaper Publishers Association, whose members split evenly (26-26) last year on the merits of shield legislation, didn't testify at this year's Judiciary Committee hearings on the proposed legislation. The New England Press Association, which gave the only testimony at the hearings, favors the legislation as a "reasonable compromise" between judicial right to information and a reporter's need to keep the confidence of his sources.

## Dwight charged with wrongdoing

*Minneapolis Star/Tribune* publisher, Donald R. Dwight, was charged (April 17) with wrongdoing while he was Lt. Governor of Massachusetts from 1971-74.

At public hearings before the Massachusetts Special Commission on State and County Buildings—a panel set up by the legislature to probe corruption in the awarding of state and county building contracts—Dwight was charged with channelling design contracts to politically favored friends.

Albert H. Zabriskie, a former high ranking state official appearing before the commission under a grant of immunity for criminal prosecution, said Dwight, and not the 4 officials charged with responsibilities, controlled the awarding of state design contracts during Dwight's 4 years as Lt. Gov.

Dwight's attorney, Thomas D. Burns, has refused to let his client appear before the commission, unless, among other things, the records of all private commission testimony, relating to Dwight, are turned over to him.

Dwight told the *Boston Globe* he expects to return to Mass. to appear before the commission. He would not return, though, until the commission gave Burns the information he wants, Dwight said.



Please Contact  
At Sheraton-Waikiki  
During ANPA Week

## LEE E. DIRKS

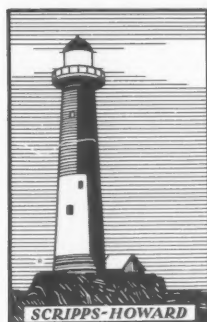
Consultant to  
Newspaper Owners and Publishers

- 3 Years as VP/GM, Detroit Free Press
- 7 Years as Newspaper-Stock Analyst
- 8 Years as Newsman with Dow Jones

After May 1:  
Suite 3343, 100 Renaissance Center  
Detroit, Mich. 48243  
313-259-0080

Announcing  
the winners of

**THE  
SCRIPPS-HOWARD  
FOUNDATION  
AWARDS**



for outstanding  
journalism in 1979

- Ernie Pyle Memorial Awards
- Roy W. Howard  
Public Service Awards
- Edward J. Meeman  
Conservation Awards
- Walker Stone Awards for  
Editorial Writing
- Edward Willis Scripps  
First Amendment Award

# **T**HE SCRIPPS-HOWARD FOUNDATION

was founded in 1962 with the objective of helping to improve the quality of journalism through educational grants and journalism awards.

The annual awards competitions were designed to reward those professionals in our industry who best exemplify the work of such renowned Scripps-Howard figures as Edward Willis Scripps, Roy W. Howard, Ernie Pyle, Walker Stone and Edward J. Meeman.

This year, U.S. District Judge John J. Sirica and Allen H. Neuhaith, chairman and president, Gannett, and president of the ANPA, led a distinguished group of 20 judges in the screening of more than 900 entries in the various competitions. These judges selected the winners announced here.

The educational grants are made to qualified individuals committed to careers in journalism. Each year, more than 700 applications for scholarship aid are received, and about one-fourth are found to be eligible for assistance.

In addition to individual grants, 110 colleges and universities, including all 74 schools of journalism accredited by the American Council on Education for Journalism, are given grants for qualified students in need of help.

Substantial funding through the generosity of the Scripps and Howard families, plus the continued support of employees and friends of the Scripps-Howard concern, has enabled The Foundation to pursue its goal of better journalism.

## **THE JUDGES**

### **HOWARD AWARDS**

**Newspaper Division:** William McLwain, deputy editor, The Washington Star; Lou Schwartz, managing editor, Newsday; and Prof. Mitchell Stephens, director of Graduate Studies in Journalism, New York University.

**Broadcasting Division:** Bill Barrett, radio-television editor, The Cleveland Press; William Hickey, radio-television editor, The Cleveland Plain Dealer; and John Nolan, assistant managing editor, The Akron Beacon-Journal.

### **MEEMAN AWARDS**

William Houseman, environmental writer, consultant to the National Endowment for the Arts, and publications consultant to the National Council of Architectural Registration Boards; Betty F. Greenfield, formerly executive director of Wave Hill Center for Environmental Studies, urban planner and freelance environmental writer; and Dr. Granville Sewell, educator and researcher, School of Public Health, Columbia University, and consultant in environmental management.

### **PYLE AWARDS**

Dr. Richard Gray, director, School of Journalism, Indiana University; Susan Drake, associate editor, Newsweek Magazine; and Robert Thompson, chief, Washington Bureau, Hearst Newspapers.

### **SCRIPPS AWARD**

U.S. District Judge John J. Sirica; Louis D. Boccardi, vice president and executive editor, The Associated Press; Allen H. Neuhaith, chairman and president, The Gannett Company; Michael J. O'Neill, editor, New York Daily News, and treasurer, the ASNE; and H.L. Stevenson, vice president and editor-in-chief, United Press International.

### **STONE AWARDS**

John B. Oakes, former senior editor, The New York Times; August Heckscher, former chief editorial writer, New York Herald-Tribune; and Norman Isaacs, chairman, National News Council.

# **Winners in t of the S**

## **EDWARD WILLIS SCRIPPS**

To recognize that newspaper which, in the cause of education, has performed the most outstanding cause of a First Amendment guarantee.

Winner, \$2500 and a bronze plaque, The Washington Post, reporter David Chandler, for a detailed investigation of state purchasing contracts, and steadfastly refusing under threat of a jail sentence to disclose sources to a grand jury. With the prospect of a grand jury away, a judge freed Chandler, saying that without his help. Chandler was left to the newspaper aptly put it, "his reputation for the result was the further disclosure of state agency, leading to a dismissal and Virginia's first competitive bidding law. Summarized Chandler's stand:

"It is not the function of the press to be doing and present it to a grand jury. Journalism is of telling the public where wrongdoing is pointing grand juries in the right direction.

Special Mentions with citations: The Erie Press, Anthony Pagnotta and editor Michelle Pagnotta, for deeply into vote fraud in St. Landry Parish, Louisiana, and a threat on the life of the parish. The basic question: "Do we want clean government? We made sure its readers had the information they demanded for reform. The Des Moines Register, for informing the public of First Amendment rights, and for joining actively in several cases for freedom and conducting several seminars in Iowa.

## **EDWARD J. MEEMAN**

For outstanding coverage by newspaper.

Grand Prize, \$2500 and a bronze plaque, The Philadelphia Inquirer, for the highest merit in investigating misdeeds. "With infectious enthusiasm," said the judges, "upon interviews. Courage was evident in the face of bordered upon chemical warfare. Revealed tireless verve that captured and held the attention of perplexing topics were clarified by patient persistence. Their writing eventually affected the course of trial firms and governmental bureaucracies.

First Prize, \$2000 and citations, news coverage of more than 100,000, Jim Adams and John J. Journal, for "a vast and inventive pursuit of truth presented with sensitivity for the public good. Splendid blending of written and graphic reports of a variety of complex environmental issues.

Second Prize, \$1000 and a citation, The Washington Post. "This entry," said the judges, "is a single reporter intuitively sensing that a breakthrough in regulations is awaiting investigation. Following of leads until breaks occur and the free press triumph. Clear writing.

Special Mentions with citations: The Wichita Eagle and Beacon, American-Statesman; and Tom Harris.

First Prize, \$2000 and citations, news coverage of 100,000, Chris Conway, John Schnelle, (Mo.) Daily Tribune, for "excellence in reporting on toxic substances. Consistent attention to detail unfolded. Skillful use of a variety of journalistic depth of reporting. Responsible attention.

Second Prize, \$1000 and citations, The Port Arthur (Tex.) News, for "outstanding coverage of unethical and dangerous disposal of toxic materials. The reporters persistently successfully wove together journalistic techniques of significant changes in the methods of reporting in Texas and, to a lesser extent, the nation.

Special Mentions with citations: The Morning Lewiston (Id.) Morning Tribune, and Jarvis.



# in the 1979 Awards Competitions Scripps-Howard Foundation

## SCRIPPS AWARD

ch, in writing, reporting, and public  
st outstanding public service in the  
ntee of a free press.

que, The Ledger-Star, Norfolk, Va.;  
ailed investigation of irregularities in  
steadfast support of Chandler for  
entence to reveal his confidential  
rospect of going to jail only hours  
ing the grand jury could do its work  
ft to pursue his work with, as his  
ion for keeping confidences intact."  
ure of widespread corruption in the  
ssal and several reforms including  
g law. The Washington Post best

ss to bundle up evidence of wrong-  
e. Journalists are in the business only  
oing may exist and, in the process,  
rection."

the Eunice (La.) Gazette, publisher  
helle Perkins. The small weekly dug  
dry Parish despite warnings of fire  
d of the publisher. Pagnotta raised the  
ean government?" His newspaper  
ormation to form the basis for their  
ines Register. For a series of edito-  
Amendment rights and responsibili-  
everal court cases involving press  
seminars on the subject for journal-

## PEEMAN AWARDS

spapers in the field of conservation.

nze plaque, Rod Nordland and Josh  
rer, for a journalistic accomplishment  
ng mismanagement of toxic wastes.  
d the judges, "interviews were piled  
evidenced in publicizing events that  
e. Revelations were unfolded with a  
eld the reader's attention. Otherwise  
y patient explanations of technical  
affected an imposing array of indus-  
aucracies."

ns, newspapers with circulations of  
and Jim Detjen, Louisville Courier-  
pursuit of facts on hazardous wastes  
public's ability to understand them.  
graphic materials to explain a wide  
issues being faced by the readers."

ation, Harold Scarlett, The Houston  
es, "is an outstanding example of a  
g that a notable story on air pollution  
ation. His reports chronicle patient  
cur and - in storied fashion - justice  
writing on a cloudy subject."

ns: Martha Mangelsdorf and Karen  
d Beacon; Bill Collier, Austin (Tex.)  
arris, San Jose Mercury News.

, newspapers with circulations under  
chneller, and Nick Kelsch, Columbia  
e in reporting a rail disaster involving  
ention to factual information as story  
of journalistic techniques to provide  
attention to governmental response."

tions, Chuck Cook and Jim Carlton,  
outstanding investigative reporting of  
al of toxic wastes in road surfacing  
ntly searched out information, skill-  
chniques and, finally, contributed to  
ds of regulating toxic waste disposal  
he nation."

ns: Mindy Cameron and Allen Short,  
and Jane Kay, The Arizona Star.

## WALKER STONE AWARDS

For outstanding editorial writing in newspapers... to include forceful-  
ness of writing, effectiveness as measured by results, and the impor-  
tance of the expression in the public interest.

First Prize, \$1000 and bronze plaque, Barbara Stanton, Detroit Free  
Press. "Her editorials," said the judges, "are outstanding examples of  
fine writing, displaying a consistent gracefulness of style, clarity of  
thought, breadth of interest and strength of argument. Ms. Stanton  
demonstrates in her editorials a highly-developed capacity for reflect-  
ive judgment, which she persuasively articulates without stridency,  
but with conviction and force."

Second Prize, \$500 and a citation, Betsy Poller and William Hall-  
strom, The Miami News. "Their entry illustrates crusading editorial  
page journalism at its best. Their editorials are forceful, courageous,  
well-written and well-reasoned. Instead of monotonously repeating  
the arguments against capital punishment *in vacuo*, their editorials  
maintain reader interest by following the unfolding events in a specific  
capital punishment case over a period of several months."

## ERNIE PYLE MEMORIAL AWARDS

For outstanding human interest reporting in the tradition of Ernie Pyle.

First Prize, \$1000 and a medallion plaque, Bob Morris, Fort Myers  
(Fla.) News-Press. "From Fort Myers to San Francisco," said the  
judges, "Bob Morris hit the back roads and the big cities looking for  
America. It was waiting for him at every turn. In a front-porch visit with  
an aging Virginia aristocrat, a barber-chair chat in Okmulgee, Okla-  
homa, and a cornfield conversation with Iowa farmers, Morris cele-  
brates the character of a people. His is a cross-country tapestry woven  
in the tradition of Ernie Pyle."

Second Prize, \$500 and a citation, Madeleine Blais, The Miami  
Herald, for using the reporter's eye for descriptive detail and the  
novelist's penchant for compelling narration. "Madeleine Blais," the  
judges said, "proves herself an uncommon writer with a common  
touch."

## ROY W. HOWARD AWARDS

For outstanding public service reporting by newspapers, television  
and radio stations.

### Newspaper Division

First Prize, \$2500 and a bronze plaque, The Deseret News, Salt Lake  
City, and reporter Gordon Eliot White, for uncovering evidence of high  
rates of leukemia downwind from nuclear tests, and evidence that this  
information had been covered up by the government. By obtaining  
fallout charts and comparing them to cancer incidence figures for  
southern Utah, reporter White was able to piece together a story on a  
technical and controversial subject that was of profound interest to his  
readers. White followed his earlier reports with a series of disclosures  
about apparent government irresponsibility and concealment. His  
work led to congressional investigations and a presidential inquiry.

Second Prize, \$1000 and a citation, Newsday, Long Island, N.Y., and  
reporters Brian Donovan, Robert Wyrick and Stuart Diamond, for a  
series investigating the role played by government and the oil industry  
in causing the gasoline shortage in 1979. The reporters obtained  
statistical data and found government sources that enabled them to  
piece together a new and disturbing picture of the forces and decisions  
that caused the gas lines, including, according to their sources, inten-  
tional industry cutback in production in order to increase prices and  
profits, and the administration's refusal to release emergency supplies  
of oil.

Special Mentions with citations: Port Arthur (Tex.) News, The Bos-  
ton Globe, and The Atlanta Constitution.

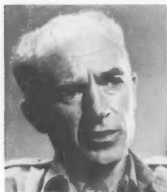
### Broadcast Division

First Prize, \$2500 and a bronze plaque, KOCO-TV, Oklahoma City,  
Jack Bowen, news anchor for "Wednesday's Child," a moving and  
well-executed program focusing on the plight of "unadoptables." Said  
the judges: "A major contribution to understanding the problems of  
unfortunate children and what we can do to alleviate them. It shows  
television's influence with something tangible because of the placing  
of fifty-plus children."

Runnersup, \$1000 each and citations, WLVT-TV, Bethlehem, Pa.,  
for "Open Heart Surgery - The Coronary Bypass;" Paul Dowling,  
producer; and WOR Radio, New York, for "Cystic Fibrosis - The Secret  
Disease;" Alice M. Chapman.

# Will your entry be among the winners in the 1980 Scripps-Howard Foundation Awards?

## ERNIE PYLE MEMORIAL AWARDS



ERNIE PYLE

The 28th annual competition, for writing published in U.S. newspapers during 1980 most exemplifying the warmth and craftsmanship of Ernie Pyle has a deadline of Jan. 15, 1981. The award is \$1000 cash and a medallion plaque to the winning contestant and a medallion plaque to the winner's newspaper. There will be a second prize of \$500 and a citation.

Although Pyle won his greatest fame as a World War II correspondent, before the war he honed his talents by roaming America, painting word portraits of people and their daily concerns that captured the hearts and imaginations of his readers. He wrote so compellingly that the plight of any man or woman took on universal quality.

As Gen. Omar N. Bradley said of Ernie: "His typewriter had a soul."

## ROY W. HOWARD PUBLIC SERVICE AWARDS

Two bronze plaques will be awarded, one to a newspaper and one to a radio or TV station judged to have been outstanding in its public service efforts during 1980. The plaque will be accompanied by a cash grant of \$2500 to be distributed to those individuals on the paper, radio or TV station, who, in the opinion of the editor or station manager, contributed most to the effort.

Three prizes of \$1000, with citations, will also be awarded, one to a newspaper, one to a TV station, and one to a radio station. There will be five prizes overall. Entry deadline for broadcasting is Feb. 1, 1981. For newspapers, the deadline is March 1, 1981.

These awards are named for the longtime president and editor of the New York World-Telegram & Sun, president of Scripps-Howard Newspapers and president of United Press, who for many years was one of the world's outstanding journalistic figures.



ROY W. HOWARD

## EDWARD J. MEEMAN CONSERVATION AWARDS



EDWARD J. MEEMAN

Prizes totaling \$8500 will be awarded to individuals in recognition of outstanding work in the cause of conservation published in newspapers in 1980. One grand prize of \$2500 and a bronze plaque will go to the person who submits the winning entry, plus a bronze plaque to his or her newspaper. A total of \$6000 will be distributed in four awards, with citations; two to persons on newspapers with circulations of more than 100,000 and two to persons on newspapers with circulations under 100,000.

Conservation, for the purpose of these awards, embraces the environment and the forces that affect it. Entry deadline is Feb. 15, 1981. The Meeman Awards are named for the late editor of the Memphis Press-Scimitar, and conservation editor of Scripps-Howard Newspapers. Any U.S. newspaperman or woman may be nominated.

## WALKER STONE AWARDS FOR EDITORIAL WRITING

Named for the late editor-in-chief of Scripps-Howard Newspapers and president of The Scripps-Howard Foundation, the Walker Stone Awards are open to newspapermen and women in the field of editorial writing.

They consist of a first prize of \$1000 and a bronze plaque to the person submitting the winning entry and a bronze plaque to his or her newspaper. There is a second prize of \$500 and a citation.

The criteria for judging will be for general excellence... to include: the forcefulness of writing to a purpose, effectiveness as measured by results, and the importance of the expression in the public interest. Entrants are to provide the background necessary for judging the above qualities. Work must have been published in a newspaper in 1980, and deadline for entries is Feb. 1, 1981.



WALKER STONE

## EDWARD WILLIS SCRIPPS FIRST AMENDMENT AWARD



EDWARD W. SCRIPPS

Named in honor of one of the giants of American journalism and the founder of Scripps-Howard Newspapers, this award is established to recognize that newspaper which in writing, reporting, and public education, has performed the most outstanding public service in the cause of the First Amendment guarantee of a free press in the year 1980.

A bronze plaque will be presented to the winning newspaper, and a \$2500 cash prize given to the editor for distribution to the person or persons on the staff who contributed most significantly to the winning entry.

Entry deadline is Feb. 1, 1981.

← **Complete list of 1979 winners inside gatefold**

